



सत्यमेव जयते

COMPENDIUM OF HANDLOOM SCHEMES



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

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Abbreviations Used

Abbreviation	Full form
BSM	Buyers-Sellers Meet
CATD	Computer Aided Textile Design
CCIC	Central Cottage Industries Corporation Ltd.
CEO	Chief Executive Officer
CDE	Cluster Development Executive
CFC	Common Facility Centre
CGTMSE	Credit Guarantee Fund Trust for Micro & Small Enterprises
LR/GR	Lorry receipt/Goods receipt
DA	Daily Allowance
DBT	Direct Benefit Transfer
DC	District Collector
DC (HC)	Development Commissioner (Handicrafts)
DC (HL)	Development Commissioner (Handlooms)
DHE	District Handloom Expo
DPR	Detailed Project Report
EPC	Export Promotion Council
EPCH	Export Promotion Council for Handicrafts
ERP	Enterprise Resource Planning
ETP	Effluent Treatment Plant
ED	Executive Director
GeM	Government e-Marketplace
GI	Geographical Indications
Goi	Government of India
HEPC	Handloom Export Promotion Council

HLM	Handloom Mark
HoO	Head of Office
HSS	Hathkargha Samvardhan Sahayata
IA	Implementing Agency
IIHT	Indian Institute of Handloom Technology
IHB	India Handloom Brand
JLG	Joint Liability Groups
MD	Managing Director
MUDRA	Micro Units Development & Refinance Agency Ltd.
MGBBY	Mahatma Gandhi Bunkar Bima Yojana
MoU	Memorandum of Understanding
MI	Marketing Incentive
NCGTC	National Credit Guarantee Trustee Company
NEC	North East Council
NER	North Eastern Region
NEFT	National Electronic Funds Transfer
NHE	National Handloom Expo
NGO	Non-Government Organisations
NHDC	National Handloom Development Corporation
NID	National Institute of Design
NIFT	National Institute of Fashion Technology
NIMRC	National Implementation Monitoring & Review Committee
NTC	National Textile Corporation
O/o DC (HL)	Office of the Development Commissioner (Handlooms)

PAMC	Project Approval and Monitoring Committee
PCs	Producer Companies
PHWC	Primary Handloom Weavers' Cooperative Society
PMJJBY	Pradhan Mantri Jeevan Jyoti Bima Yojana
PMSBY	Pradhan Mantri Suraksha Bima Yojana
PO	Purchase Order
PoS	Point of Sale
RBSM	Reverse Buyers-Sellers Meet
RMSS	Raw Material Supply Scheme
RTGS	Real Time Gross Settlement
SHG	Self Help Group
SHE	State Handloom Expo

SIMRC	State Implementation Monitoring & Review Committee
SLBC	State Level Bankers Committee
SLPC	State Level Project Committee
SPV	Special Purpose Vehicle
State Director Handlooms	State Commissioner/Director in-charge of Handlooms & Textiles
State Directorate	State Commissionerate/Directorate in-charge of Handlooms & Textiles
TA	Travelling Allowance
UC	Utilization Certificate
UT	Union Territory
WSC	Weavers' Service Centre
YSS	Yarn Supply Scheme

REVISED GUIDELINES OF NATIONAL HANDLOOM DEVELOPMENT PROGRAMME (NHDP)

(2022-23 to 2025-26)

(Effective from 12.04.2023)

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



No.7/1/2022-DCH/NHDP/ Guidelines
Government of India
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Office of Development Commissioner for Handlooms

National Handloom Development Programme (NHDP)

1. Introduction

The Handloom Sector is one of the largest unorganized economic activities and it constitutes an integral part of the rural and semi-rural livelihood engaging over 35 lakh persons. The sector engages over 25 lakh female weavers and allied workers which makes it an important source of economic empowerment of women.

It provides employment opportunities to women and is a source of women empowerment. Handloom weaving constitutes one of the richest and most vibrant aspects of the Indian cultural heritage. The sector has advantage of being less capital intensive, minimal use of power, eco-friendly, flexibility of small production, openness to innovations and adaptability to market requirements.

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 and the domestic market and discerning retailers look for reliable source for constant supply of authentic handloom products on regular basis. However, handloom weavers, being unorganized, face problems in supplying their products of large orders in absence of systemized 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 GoI 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 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, 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.

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

NHDP has been formulated for its implementation during financial year 2021-22 to 2025-26. 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 etc. towards raw material, design inputs, technology up-gradation, marketing support through exhibitions, create permanent infrastructure in the form of Urban Haats, marketing complexes etc.

3. Components

- A. Small Cluster Development Programme
- B. Handloom Marketing Assistance.
- C. Need based Special Infrastructure Project
- D. Mega Cluster Development Programme
- E. Concessional Credit/Weaver MUDRA Scheme
- F. Handloom Weavers' Welfare
- G. Other Miscellaneous & Promotional Components-
 - I. Research & Development projects
 - II. Handloom Census
 - III. Publicity, Advertisement, Monitoring, Training & Evaluation of Scheme
 - IV. Education of weavers/their wards through National Institutes of Open Schooling (NIOS)/ IGNOU
 - V. Project Monitoring Cell,
 - VI. Handloom Helpline Centre
 - VII. Earlier committed liabilities of NHDP, HWCWS, CHCDS, NERTPS etc.
- H. Any other component

4. Objectives of the scheme

- i. To focus on minimizing occupational hazards and enhancing productivity of weavers through development of ergonomic loom designs and Technical, infrastructural support for pre-loom, on-

loom and post-loom operations.

- ii. To give equal marketing opportunities including direct linkages domestically and internationally to handloom workers with special focus on talented and uncovered weavers for enhancement of their incomes.
- iii. To focus on development of pockets at the intersection of handlooms & handicrafts, untouched by commercialization, pockets requiring revival of languishing crafts and having export potential.
- iv. To reorient IIHTs as handloom and handicraft hubs by collaborating with NIFT, NID & DC (HC).
- v. To ensure capacity building of handloom workers and other stakeholders, especially technical, managerial & entrepreneurship skills, exposure to banking for finance, laws & legal terminology, export procedures & foreign market trends, digital literacy and e-commerce, etc.
- vi. To ensure preservation and archiving of traditional designs, tribal weaves, languishing weaves, looms etc.
- vii. To focus on brand building of handloom under India Handloom Brand as an eco-friendly, sustainable and aspirational high-quality textile segment through awareness, promotion of natural dyes/fibers and adoption of global standards of labelling, packaging & quality by the weaving community.
- viii. To link handlooms with fashion through interface between weavers, professional designers & the industry and tourism through creation of handloom craft villages for according greater visibility and outreach to the sector.
- ix. To facilitate formation of more egalitarian structure of producer companies of handloom workers and their handholding to ensure their sustainability & commercial viability as well as percolation of benefits of professional expertise, operational and financial freedom to them.
- x. Recognition of talented handloom workers for their outstanding work by conferring Awards.
- xi. To ensure availability of concessional credit to handloom weavers, producer companies, Self Help Groups etc.
- xii. Integrated & holistic development of handloom Clusters in clearly identifiable locations for specific handloom products with close linkages and inter-dependency amongst the key players.
- xiii. To ensure welfare of handloom workers through provision of life & accidental insurance cover, scholarships for school and higher education to their wards and financial support to indigent handloom awardees.

5 Implementing agency (IA)

- IA for components other than Handloom Marketing Assistance:
 - i) Central/State Government Handloom Organizations
 - ii) National/State level Handloom Corporations
 - iii) Apex/Federations/Primary Handloom Weavers' Co-operative Societies.
 - iv) Handloom Producers' Companies.
 - v) Banks as applicable for Concessional Credit/Weaver MUDRA Loan
 - vi) Any other appropriate entity working in handlooms sector recommended by the State Govt. and approved by DC (HL).
- IA for Handloom Marketing Assistance:
 - i) Director in Charge of Handloom & Textiles/ Sericulture in the States/UTs.
 - ii) Handloom organisations such as Corporations, Apex Societies, Federations, Institutions, Crafts Mela authorities/Art & Crafts Cultural Societies, Urban Haat management bodies in the States having Govt. Official as CEO/Chairman/MD/ HoO, appointed by the State Govt.
 - iii) National Level organization viz. NHDC, HEPC, EPCH, CCIC, CSB, WSCs, NIFT, Textiles Committee, Association of Corporations & Apex Societies of Handlooms etc.
 - iv) In addition, following entities i.e. State agencies other than handloom organizations or local Govt. Bodies for Urban Haat, Any registered & recognized Exporters Association for Export promotion and any private organisation working in the field of GI for registration of eligible handloom products under GI Act,
 - v) Any other appropriate entity working in handlooms sector recommended by the State Govt. and approved by DC (HL).

Note:

For implementation of SCDP, eligible Agency (except NGO, Central/State Govt. organizations) should have net profit in last 2 years. NGOs, engaged in the handloom sector, recommended by the State Govt. are required to be registered on NITI Aayog Darpan Portal and submit PAN No. and Aadhar No. of each trustee/office bearer. Detailed of NGO is required to be submitted by the State Govt. concerned as per eligibility criteria of **Annexure-A4**

A Small Cluster Development Programme(SCDP)

A.1 Quantum of financial assistance

This Programme is to provide need based financial assistance upto Rs. 2.00 crore (Gol share) per cluster to a group having upto 500 handloom workers at one location so that the groups become self-sustainable.

A.2 Duration of the project

Duration of implementation of the project is 3 years from the date sanction of 1st instalment.

A.3 Funding pattern

- (i) Interventions like Baseline Survey, Diagnostic Study, Formation of Consortium, Awareness Programmes, Product Development, Exposure visit, participation in exhibitions/BSMs/publicity, Documentation of cluster activities, service charges to designated agency, Project Management Cost, Engagement of Textiles Designer, wage compensation to the trainees for skill up-gradation, incentive to IA etc. will be fully funded by Gol, excluding land cost.
- (ii) Interventions benefitting directly individual weavers like Hathkargha Samvardhan Sahayata (Looms & accessories), lighting units will be funded in the ratio of 90:10 by Gol: Beneficiary
- (iii) Individual Workshed- BPL/SC/ST/Women/ Transgender/differently-abled –100% by Gol share.
Others – 75% by the Gol: 25% beneficiary
- (iv) Common Workshed –90% by the Gol: 10% beneficiary
- (v) Solar Lighting System for Common Workshed - 90% by the Gol: 10% beneficiary

A.4 State Level Project Committee (SLPC)

SLPC will be chaired by the State Director In-charge of Handlooms with members from Handloom organization (Apex Weavers' Cooperative Society or State Handloom Corporation), leading Exporter, Head of Office of WSC concerned, representative of NHDC, representative of IA and a weaver from a group of SHGs. SLPC will be responsible for scrutinizing the project proposals, validating the action plan, monitoring, evaluation etc. and will also recommend the IA. Silk based handloom clusters may be implemented by the State Director of Sericulture, if there is separate Directorate of Sericulture in the State. State Directorate shall submit the copy of proposal to the respective WSCs at least two weeks before SLPC meeting for their response.

Note: Inter-component diversion, if any, within the approved cost & within the approved ceiling, shall be done

with the approval of the SLPC under intimation to the O/o DC (HL)

A.5 Submission of the proposal

State Directorate will submit the proposals along with the recommendations of the SLPC. The proposals recommended by the State Directorate will be scrutinized & approved by the O/o DC (HL).

In case, State Directorate do not forward the cluster proposal in two months' time after it's submission by the IA, WSC concerned shall directly submit the proposal to O/o DC (HL) under intimation to the State Directorate.

In case, WSCs, IIHTs, National Level Organizations etc. (working in handlooms) are the implementing agencies of SCDP, they will submit the proposal directly to O/o DC (HL) under intimation to the State Directorate.

Proforma for submission of the proposals for the SCDP are at **Annexure – A1, A2, A3, & A4**. In **Annexure A1**, col. 5 to 16 should be filled up for each weaver and ensure that out of the total weavers to be covered in the cluster, at least 50% weavers should be non-member of the IA.

Documents to be submitted with the proposal are as follows:

1. Minutes of SLPC duly signed by the Chairman and Members of the Committee, highlighting the priority area.
2. Baseline Survey of SCDP in prescribed proforma i.e. **Annexure A1** duly signed by the IA and countersigned by Director of Handlooms.
3. Diagnostic study, Intervention-wise Action Plan/total financial outlay, intervention-wise requirement of funds for 1st installment in prescribed proforma i.e. **Annexure A2** duly signed by the IA and countersigned by Director of Handlooms.
4. Profile of IA indicating name, address, contact, PAN/TAN number, Bank accounts details etc. in the prescribed proforma **Annexure A3**.
5. Profit & Loss Account and Balance Sheet of the IA for last two years (Not applicable in case, the IA is Central Govt. offices like WSC/IIHT, State Directorate In-charge of Handlooms and NGO)
6. In case, the IA is NGO, the State Directorate concerned shall submit Score pattern for grading in prescribed proforma **Annexure A4**. Also, certificate of registration on NITI Aayog Darpan Portal.
7. List of weavers for availing benefit of individual interventions like HSS, lighting Units, workshed etc. in the prescribed format -**Annexure A7 (I)**, duly signed by the local committee (atleast two members i.e. WSC

& State Govt.)

8. For Common workshop, details of the land with its area & location, title of land to be in the name of the IA supported by relevant documents etc.
9. For Solar Lighting System for Common Workshop, details of cost break-up, lighting capacity of the system, warranty period, place where to be installed, size of the workshop with number of looms etc.

A.6 Components:

A.6.1 Baseline Survey

The baseline survey would require visit to weaver households for preparing the profile of the cluster. The proforma for profile of weavers is at **Annexure – A1**.

A.6.2 Diagnostic Study

The objective of diagnosis is to understand and analyze 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. The proforma for profile of cluster is at **Annexure – A2**

A.6.3 Product Development

Product development shall be carried out by the IA in consultation with cluster Designer and WSC concerned. Funds provided under this component shall act as a corpus. Sale proceeds from the sale of products developed shall be used for product development only.

A.6.4 Exposure Visit

Assistance upto Rs. 1.50 lakh shall be provided towards exposure visits of the weavers to other handloom pockets for new learnings.

A.6.5 Documentation of cluster activities

On day to day basis, activities undertaken in the cluster shall be compiled by the IA. After the cluster development programme is over, all the activities shall be documented for the purpose of record.

A.6.6 Individual interventions directly benefitting weavers

Financial assistance shall be provided for distribution of Hathkargha Samvardhan Sahayata (HSS) items (loom/accessories), lighting units and construction of individual workshops to handloom workers. These interventions shall be implemented by the State Directorate and funds shall

be released to them for onward release to the supplier(s)/ beneficiaries.

A.6.6(i) Hathkargha Samvardhan Sahayata (HSS)

Under “HSS”, financial assistance shall be provided for up-gradation of looms/accessories to handloom weavers/workers so as to improve quality of the fabric & productivity and reduce drudgery. Cost sharing of shall be in the ratio of 90% by Gol and 10% by the beneficiary.

Eligibility norms

Loom/accessories shall be given to following handloom weavers/workers who are willing to contribute their 10% financial share.

- i) Loomless weaver, weaver wanting to replace existing loom or switchover to other type of loom (like from loin loom/pit loom to frame loom etc.) or require higher width loom and upgraded loom.
- ii) A person undergoing Diploma/Degree/Certificate Course in handlooms/Textiles may apply for loom after course completion.

List of items admissible under the scheme along with cost norms is **Annexure-A8**

A.6.6(ii) Lighting Unit (including solar lighting system)

Financial assistance shall be provided for purchase of lighting unit (including solar lighting system) upto Rs. 15,000/- per unit to handloom workers. Cost sharing of shall be in the ratio of 90% by Gol and 10% by the beneficiary.

Procedure for implementation of HSS and Lighting Units

- To be implemented by the State Directorate.
- A Local Committee, chaired by Head of Office, WSC concerned with representative of State Directorate and Cluster IA shall undertake the following tasks:
 - a) Applications from the weavers/workers shall be collected/invited along-with their photograph, self-attested copies of the Aadhar Card and weavers'/ workers' I-card through Cluster IA/Newspaper advertisement.
 - b) Applications received shall be scrutinized through the central data bank to identify the eligible weavers/workers. WSC shall also maintain record of weavers/workers found ineligible, along-with reasons thereof.
 - c) To select the weavers/workers for availing the benefit. In case, number of eligible weavers/workers are more than the target allocated, following shall be the priority in selection of beneficiaries:

Looms/accessories

- i) loomless weavers
- ii) weavers who have undergone skill up-gradation
- iii) one member from one family
- iv) weavers in the age group of 18-35 years

A person who has been given loom/accessories shall not get the same type of loom/accessories again. However, up-gradation will be permitted.

Lighting Units

- v) weavers/workers having no alternative source of electricity in the absence/interrupted electricity supply.
- vi) Weaver/worker willing to contribute his/her 10% share
- d) Final list of weavers for each intervention shall be duly signed by the Local Committee (atleast two members i.e. WSC & State Govt.).
- e) For empanelment of suppliers of each item, action shall be simultaneously initiated by the State Directorate to invite bids through open tender. For tendering, State Directorate concerned shall follow State guidelines and will constitute Tendering Committee, having representative of WSC concerned as member.
- Until the on-line system of submission is in place, State Directorate shall send the final list of beneficiaries (duly signed by the Local Committee) in prescribed format to the office of the DC (HL) along with the proposal for release of 1st/2nd installment.
- On sanction of project, State Directorate shall collect 10% of the item cost preferably through RTGS/NEFT/ UPI etc. from the weavers and shall place the supply order along with payment of 10% amount to the supplier as advance. Supply order shall contain details of the weavers i.e. name, address, mobile number, name of the item(s) to be supplied with specifications and cost, expected date of supply etc. A copy of the supply order shall be endorsed to weaver concerned.
- In accordance with supply order and delivery schedule, supplier shall ensure delivery and installation of items with prior intimation to beneficiaries through SMS etc. within 2 months of depositing their 10% contribution under intimation to the State Directorate. On being satisfied with the performance of the items, the weaver will inform the State Directorate and WSC for inspection within 7 days.
- An app-based verification system for distributed items shall be introduced to capture photograph & geo-tag of HSS items and the weaver to monitor real-time progress. The present system of physical verification by local committee shall also be continued besides App based verification system for quality aspects. The verification report should also be uploaded on the portal being developed by the O/o DC (HL) within a

week. In case, quality of the item is not upto the mark, same shall be informed to the supplier for corrective action.

- Funds (90% Gol share) shall be transferred in the Supplier's Bank A/c after satisfactory verification report.
- The State Directorate shall furnish cluster-wise and Block-wise physical and financial progress to O/o DC (HL) every quarter.
- If the Supplier does not provide items as per requirement, the agency may be debarred from supplying goods along with imposition of suitable penalty as decided by the Committee. The order of debarment shall be passed after giving the supplier a reasonable opportunity of explaining his conduct and not finding the explanation satisfactory. The order of debarment shall be speaking one. A copy of debarment shall be circulated widely including Ministries/Departments for uploading on their websites.
- Beneficiary is not allowed to transfer/dispose of the looms/accessories/lighting units. Non-compliance shall follow an action by the Committee to recover the funds with interest.

A.6.6(iii) Construction of individual workshed

For construction of individual workshed, financial assistance shall be provided @ Rs. 1,20,000/- per unit (measuring 25 sq. mts.) for onward release in the bank account of the beneficiaries in two equal installments. 1st installment shall be released as an advance. 2nd installment shall be released on utilization of 70% of the 1st installment and physical verification of the workshed by the Local committee. The land for the construction of workshed shall be in the name of beneficiary or his/her spouse. If the land is in the name of spouse, the beneficiary has to submit a notarized affidavit of the spouse to the effect that the spouse has no objection for construction of workshed on his/her land. If needed, the beneficiary can construct the workshed on 1st/next floor.

Sharing Pattern:

For BPL/SC/ST/Women/Transgender/Differently-abled beneficiaries– 100% by the Gol;

For other beneficiaries – 75% by the Gol and 25% by the beneficiary.

Note: An app-based verification system for individual worksheds shall be introduced to capture photograph & geo-tag of worksheds & weaver to monitor real-time progress. The present system of physical verification by the local committee shall also be continued besides App based verification system for quality aspects. Beneficiaries would be linked with the Census Data to avoid duplication.

A.6.6(iv) Construction of Common Workshed

Financial assistance shall be provided to the State Commissioner/Director of Handlooms & Textiles/ Sericulture for construction of the Common workshed maximum upto Rs.1400/- per sq. ft. for a shed with concrete roof and maximum upto Rs.1000/- per sq.ft with a shed of corrugated / cement sheet etc., subject to maximum amount of Rs.25.00 lakh per cluster. Height of the shed should be around 14', required to install jacquard on the loom. To release financial assistance, project proposal will be required, highlighting area (in sq. fts.) of the workshed, location of land, items (looms etc.) to be installed with their numbers, title of land supported by relevant documents, plan layout etc.

A.6.6(v) Solar Lighting System for Common Workshed

Financial assistance upto Rs. 10.00 lakh shall be provided to the State Directorate for installing Solar Lighting System for Common Workshed. To release financial assistance, project proposal will be required to be submitted, highlighting cost break-up, lighting capacity of the system, place where to be installed, size of the workshed with number of looms etc.

A.6.7 Engagement of Textile Designer

Design is one of the important inputs and plays a vital role in the marketing of handloom products. Considering the requirement of innovative designs for development of the handloom products, there is a need to engage the designers on contractual basis in the Cluster. Requirement of designs will be supplemented by the Textile Designer, passed out from NIFT/NID or from any Institute of repute. Applicant should have at least 2 yrs. experience of working as Textile Designer, preferably with experience of working in handlooms and should have track record for promotion and development of textile including handlooms. In order to make the role of such designers more effective, they shall undergo 5 days orientation programme in the WSC concerned. Any expenditure for payment to designer shall be done with the recommendation of Local Committee.

Applications shall be invited by the State Directorate through issue of an advertisement. By inviting Expression of Interest (Eols), selection of Textile Designer will be done in a transparent manner by the Committee, chaired by State Director of Handlooms with the representative of IA, WSC concerned, representative of NIFT/IIHT etc. as per the criterion laid down in the ToR given at **Annexure – A5**. Decision of the committee shall be final and binding on all the applicants. It would be preferred to prepare a panel of designers, so that the same may be used as when required.

After selection, IA will sign the MoU with Textile Designer, highlighting the deliverables of the project for implementation/completion of the project in time.

The performance of the designer shall be evaluated and monitored by a Committee at local level, headed by the Head of Office, WSC concerned with representative of State Directorate, NIFT, NHDC, State Handloom Corporation/Apex Society and any other member as decided by the Chairman. In case performance of the designers is not found satisfactory, services of the designer shall be discontinued on the recommendation of the Committee. Total financial assistance upto Rs. 15.00 lakh shall be provided for engagement of Textile Designer for three years. Textile Designer shall be paid remuneration as follows;

- i) Fixed remuneration @ Rs. 30,000/- per month.
- ii) Lump sum payment to meet the expenditure towards local travel, telephone etc. @ Rs. 500/- p.m.
- iii) Reimbursement cost of TA for travel to attend the meeting convened by the State Director/Head of Office, WSC @Rs. 800/- per day for stay in Hotel and travel by Public transport i.e. 3rd AC train/Deluxe Bus, subject to actual on production of relevant documents.

The payment to designer shall be done with the recommendation of local committee.

A.6.8 Skill up-gradation

Skill up-gradation programmes in weaving, dyeing, designing etc. in the clusters shall be conducted under SAMARTH (Scheme for Capacity Building in Textile Sector) only as per its guidelines.

Under NHDP, financial assistance @ Rs.300/- per day/per trainee shall be provided as wage loss compensation for training under SAMARTH.

In case trainings can not be conducted under SAMARTH, Skill up-gradation programmes shall be conducted under NHDP as per the guidelines at **Annexure – A6** with permission of DC (HL). Financial assistance @ Rs.300/- per day/per trainee as wage loss compensation shall be released to WSC under skill up-gradation programme/s.

Note: The benefits provided to individual beneficiaries under NHDP should comply the instructions contained in notification No.1/3/2016/DCH/B&A dated 29.03.2017 issued in pursuance of Aadhaar Act, 2016. Hence, all the eligible beneficiaries availing benefits of individual interventions like looms & accessories, solar lighting systems, individual worksheds, stipend for trainees etc. under NHDP are required to furnish proof of possession of

Aadhaar number or undergo Aadhaar authentication.

A.6.9 Project Management Cost

Cluster Development Executive (CDE) who should not be the employee of implementing agency will be engaged. He/she should be Diploma/Degree in Handloom Technology (DHT) or Textile technology, preferably with an experience of working 2 years. CDE should be Computer literate (knowledge of MS Word/Excel/Power Point), basics of accounts etc. and he/she will be responsible to maintain records & managing all activities. Applications shall be invited for CDE through an advertisement by the State Directorate concerned. Selection of the CDE shall be done by the Committee chaired by State Directorate In-charge of Handlooms with the representative of IA, WSC concerned etc. A panel of selected CDEs shall also be maintained. Total financial assistance upto Rs. 15.00 lakh shall be provided as Project Management Cost (PMC) for three years. Details are as follows;

- i) Fixed remuneration @ Rs. 30,000/- per month.
- ii) Lump sum payment to meet the expenditure towards local travel, telephone etc. @ Rs. 500/- p.m.
- iii) Reimbursement of cost of TA for travel by CDE to attend the meeting convened by the State Director of Handlooms/Head of Office, WSC @Rs. 800/- per day for stay in Hotel and travel by Public transport i.e. 3rd AC train/Deluxe Bus, subject to actuals on production of relevant documents.
- iv) Cost for purchase of computer/printer & related furniture (one time assistance upto Rs. 1.00 lakh).
- v) Administrative Cost (Rs. 40,000/- per year to the implementing agency etc. to meet the expenses towards stationery, local travel in the cluster, reimbursement of cost of TA for travel to attend the meetings @Rs. 800/- per day for stay in Hotel and travel by Public transport i.e. 3rd AC train/Deluxe Bus, subject to actuals on production of relevant documents, mobile charges etc.

All payments are subject to submission of bills within prescribed ceiling or actual expenses, whichever is low and shall be done with the recommendation of local committee.

A.7 Component-wise upper limit of funding

1. Upto Rs. 150.00 lakh towards HSS i.e. loom/ accessories, lighting units, construction of individual workshed, construction of common workshed, Solar Lighting System for common workshed, etc. Funding for construction of individual workshed is limited upto 1/3rd of Rs. 150.00 lakh.
2. Up to Rs. 15.00 lakh for engaging Textile Designer.
3. Upto Rs. 15.00 lakh as Project Management Cost,

which includes remuneration of CDE, call charges and local travel cost of CDE, stationery items, administrative cost to IA, purchase of computer/ printer etc.

4. Upto Rs. 20.00 lakh for Other Interventions
 - i) Baseline Survey, Diagnostic Study, Formation of Consortium, Awareness Programmes (upto Rs. 2.00 lakh),
 - ii) Product Development (upto Rs. 5.00 lakh),
 - iv) Participation in exhibitions/BSM s/publicity etc. (upto Rs. 5.00 lakh)
 - v) Exposure visit to the handloom pockets of other States (upto Rs. 1.50 lakh)
 - v) Documentation of Cluster activities (upto Rs. 0.50 lakh)
 - vi) Incentive to IA, if all approved interventions in cluster with Gol share of atleast Rs. 1.50 crore are implemented on time (within 3 years) (Rs. 1.00 lakh)
 - vii) Any other intervention

Maximum permissible Gol financial assistance is upto Rs. 2.00 crore per cluster.

A.8 Release of financial assistance

Funds shall be sanctioned/released as follows:

- a) 50% as advance as 1st installment to the IA.
- b) 2nd installment will be released on receipt of following documents:
 - i) UC of atleast 70% of release of 1st instalment in GFR-12-A, duly signed by head of IA and countersigned by the State Director of Handlooms.
 - ii) Intervention-wise physical & financial progress report signed by IA and countersigned by State Director of Handlooms.
 - iii) Intervention-wise expenditure statement duly signed by the Chartered Accountant.
 - iv) Intervention-wise requirement of funds for release of 2nd installment.
 - v) Monitoring report of Local committee chaired by Officer In-charge of WSC concerned.
 - vi) Intervention-wise list of weavers for availing benefit of HSS, lighting Units, workshed etc. in a prescribed format Annexure A 7(I) for availing 2nd installment duly signed by the local committee (atleast two members i.e. WSC & State Govt.)
 - vii) Intervention-wise final list of weavers who already availed benefit (from 1st installment) of HSS, lighting Units, workshed etc.

A.9 Agency-wise release of funds

State Directorate shall be released funds towards implementing interventions like HSS items (Looms &

Accessories), lighting units, Solar Lighting System for common workshed, construction of individual & common Worksheds including subsequent installments of on-going projects.

In case Directorate In-charge of Handloom/Sericulture is an Implementing Agency of SCDP, entire assistance for all interventions, including individual interventions like purchase of HSS, lighting units, Solar Lighting System for common workshed, construction of individual & common Worksheds etc. shall be released to them.

- (i) In case, State Directorate has constraint in implementing these interventions, funds shall be released to the WSC concerned. Further, where WSC concerned is the IA of projects, funds for all interventions, including individual interventions shall be released to them including subsequent installments of on-going projects. Funds to the supplier(s)/beneficiaries shall be released through PFMS by the State Directorate/WSC concerned as the case may be.
- (ii) IA shall be released funds towards baseline Survey, diagnostic Study, formation of Consortium, Awareness Programmes, product development, participation in exhibitions/BSMs/publicity, exposure visit, documentation of cluster activities, Project Management Cost and engagement of Designer including subsequent installments of on-going projects.

The flow of the funds in the scheme should be through PFMS in order to ensure complete tracking of funds up to "last mile". The implementing agencies of the CDP at all the levels should be on-boarded on PFMS and Expenditure, Advance and Transfer (EAT) module/ Receipt, Expenditure, Advance and Transfer (REAT) module should be used. Any release of funds by the State Directorate/IA/WSC etc. to the suppliers/beneficiaries/ CDE/Designer etc. should be through PFMS/EAT Module.

A.10 Monitoring

- i) Project shall be monitored by the SLPC and send the report to O/o DC (HL) on quarterly basis.

- ii) Committee chaired by the Officer In-charge, WSC concerned with the following members shall monitor the progress,
 - a) Representative of State Director of Handloom
 - b) Representative of NHDC
 - c) Local weaver/Master weaver
 - d) Any other members as considered necessary.

WSC shall monitor the progress and submit report to O/o DC (HL) on monthly basis.

A.11 Financial Assistance for interventions other than Assisted Clusters

Financial Assistance for Components like upgraded looms/accessories, lighting units, construction of individual work-sheds, engagement of textile designer, product development etc. shall be provided on need basis in areas/ handloom pockets other than assisted Clusters.

Procedure of submission of proposal is as under:

- These Components will be implemented by the concerned WSCs, State Directorate in-charge of Handlooms.
- The proposal shall be prepared (**as per Annexure-A-7**) along with intervention-wise list of beneficiaries by Officer In-charge, WSC concerned/State Directorate in-charge of Handlooms as the case may be and shall be submitted directly to O/o DC(HL)
- Intervention-wise list **as per Annexure A 7(I)** indicating category (General, OBC, SC, ST, BPL, differently abled etc.) and gender (male/female/ transgender) of each beneficiary shall be signed by local committee headed by Officer In-charge, WSC concerned with a representative of State Directorate In-charge of Handlooms.
- Financial Assistance is provided item-wise for individual beneficiary as one time support in the form of small project, hence funds shall be released in one go as full & final installment.
Empanelment of suppliers and implementation of HSS items, lighting units, construction of individual workshed, engagement of designer and product development shall be done by the respective IA as per provisions of Small Cluster Development Programme.

B. Handloom Marketing Assistance (HMA)

Objective:

To Develop and promote marketing channels in domestic and export markets in a holistic and integrated manner to bring greater visibility to the sector and ensure commensurate remuneration to weavers.

Components of HMA:

1. Domestic Marketing Promotion
2. Handloom Export Promotion
3. Setting up of Urban Haats
4. Marketing Incentive (MI)

B.1 Domestic Marketing Promotion

Types of Expos/ Events, Craft Melas, Virtual Expos and Miscellaneous activities:

- (i) Domestic Expos (National Handloom Expo - "Gandhi Bunkar Mela", State Handloom Expo - "Hathkargha" & District Handloom Expo - "Tana-Bana")
- (ii) Craft Melas
- (iii) Dilli Haat Exhibits
- (iv) Brand Building
- (v) National Handloom Day
- (vi) Handloom Awards
- (vii) GeM On-boarding
- (viii) Miscellaneous Promotional activities/events
- (ix) Virtual Expos (Domestic and International)

General principles applicable to all domestic marketing expos/events/Craft Melas/Dilli Haat:

- Seeking wider participation from within and outside states. Encourage all states to organize expos.
- Popularization of Handloom through Handloom Mark (HLM) and India Handloom Brand (IHB). Eligibility for participation to be extended to both registered agencies/weavers of HLM/IHB, as well as those Handloom agencies/Weavers whose applications for registration are under consideration.
- Craft Melas and Master Creation Programme for high end products to be participated by Sant Kabir and Handloom Awardees, National Merit Certificate Holders, IHB holders and State Awardees etc. in that respective order of preference.
- For greater opportunity to all, Dilli Haat participation will accept application from Handloom entities having Handloom Mark and India Handloom Brand. Accordingly, Cooperative Societies, Producer Companies, SHGs, JLGs etc will be eligible to apply.
- Annual marketing calendar for organization of marketing expos/events etc. will be approved by DC (HL) on the basis of past performance of IAs. An indicative target will be communicated to the States/

UTs and State & National level IAs.

- Keeping in view the theme of the event, IA should organize cultural events viz. sangeet sandhya, Kavi Sammellan, folk songs, Nukkad Natak, fashion display etc. to attract footfalls.

B.1.(i) Guidelines for organizing Domestic expos:

(a) Funding pattern, participation, period for Expos/ Events, Craft Melas & Virtual Expos:

Nomenclature	Participants	Period (in Days)	Funding (Rs in Lakh)
NHE - "Gandhi Bunkar Mela"	80	14	45.00
SHE - "Hathkargha"	60	14	30.00
DHE - "Tana-Bana"	25	5-7	6.00
Crafts Melas	-	-	15.00
Virtual expos	200 - 500 & above	14	15.00 -22.00 (plus 20% expenditure on Publicity, Inaugural and Webinar sessions)

(b) TA/DA& Freight: To be paid to the participants of NHE/ SHE/DHE/BSM/RBSM/Craft Melas, and other marketing expos/events etc.

Financial assistance for outside participants:

- (i) @ Rs. 4,000/- for TA
- (ii) @ Rs. 2,000/- for freight
- (iii) DA @ Rs.800/- in Delhi & NCR, Mumbai, Kolkata, Chennai, Ahmedabad, Pune, Hyderabad & Bangalore; and Rs.500/- in other cities per day per participant, for participation in various handloom marketing expos/ events.

DA will be admissible for entire period of the marketing expos/events plus two days (one day prior to commencement and one day after concluding of an event).

For local participants: The total entitlement under various heads combining TA/DA and freight etc. in respect to the local participants (coming from within the city limits where expo is conducted) will be limited to Rs.2,000/-.

Submission of Proposals by IA for NHE/SHE/DHE:

- State Level IA to submit proposals to the DC (HL) through:
 - State Director of Handlooms & Textiles/Sericulture or

- Concerned WSC in the State.
- However, Handloom organisations such as Corporations, Apex Societies, Federations, Crafts Mela authorities/Art & Crafts Cultural Societies, Urban Haat management bodies in the States etc. having Govt. Officials as Chairman/CEO/Chairman/MD/HoO appointed by the State Govt. can submit their proposals directly to DC (HL) under intimation to their State Directorates.
- Also, Central/National Level organization viz. WSCs, NIFT, NHDC, HEPC, CCIC, CSB, NEHHDC etc., can submit their proposals directly to DC (HL).
- Up to 50% of the total eligible amount sanctioned in respect of all components of HMA viz. NHEs/SHEs/DHEs/Craft Melas/Expos/misc. events etc. will be released in advance by DC (HL) directly to IA on submission of the application through My Handloom Portal (<https://myhandlooms.gov.in/>) in the prescribed proforma - **Annexure – B1**. This advance may be released upto the last date of the expo.
- Balance funds would be released by DC (HL) to the IAs directly on submission of detailed accounts duly certified by the Chartered Accountant/ Govt. Auditor along-with monitoring/inspection report etc.
- In case of WSCs, 100% amount will be released as advance.

Allotment of Stalls:

- In a reciprocal arrangement, upto 20% stalls will be reserved for handicrafts artisans in domestic expos organized by O/o DC (HL) viz. NHE, SHE & DHE and upto 20% stalls will be reserved for handloom weavers in the expos organised by the O/o DC (Handicrafts).
- All the expenses such as freight charges, TA/DA to the participants including expenses on organizing expo would be borne by the organizing Department (Handloom/Handicraft) as per their respective scheme guidelines.
- Handloom stalls will be allotted to handloom agencies which are in possession of or applied for Handloom Mark/India Handloom Brand registration. Such agencies would include cooperative societies, Producer Companies, SHGs, JLGs, federations, corporations, apex societies etc.
- While allotting the stalls, the specifications of products along with name of Handloom Pocket must be clearly indicated. Endeavour should be to promote greater variety and niche handloom products of different regions/States.
- Selection of participants and allotment of stalls will be done in a fair and transparent manner, preferably through a computerized draw or open lottery by a committee constituted for the purpose, with the following composition:

Sl. No.	Implementing Agency	Composition of the Committee
1	State Handloom Corporations	Representative of State Director (Handloom & Textiles/Sericulture) with representative of WSC
2	National level organization like NHDC, HEPC, CCIC, CSB, NEHHDC etc.	IA plus nominee of Office of DC (HL)
3	Any other IA	Representatives each of State Director (Handloom & Textiles/Sericulture), representative of WSC & IA.

- The procedure for allotment should be given due publicity. Also, various handloom pockets of the area should be given adequate participation in the expo based on number of applications received.
- If sufficient number of entries are not received from the any region including the host region, vacant stalls would be allotted to other regions, and vice versa, in accordance with number of applications received from each region by computerized draw or open lottery.
- Along with East, West, North and South, North-East will be considered a separate region for the purpose of allotment.
- One (1) stall will be reserved exclusively for promotion of 'India Handloom' brand (IHB), Handloom Mark (HLM), GI handloom products, languishing/extinct crafts and schemes for handloom.
- Three (3) to four (4) food stalls in NHE & SHE and two (2) food stalls in DHE will be reserved to attract footfalls.

The committee, while making allotments, will seek an optimum balance between local and outside participation based on following indicators:

- The local handloom entities generally have enough exposure to the local market, and sales opportunity for local products in the local markets is not very encouraging.
- Too much of local participation limits the opportunities for outside handloom entities to enter new areas.
- Participation from other States needs to be given a boost to bring variety to the expos, and increase footfalls.
- The marketing expos need to promote inter-State sales of handloom products, and expose handloom entities to markets of other States.
- Niche Handloom products will get a boost from inter-State sales of Handloom products in the expos.

Note: No subletting of stalls is permissible under any circumstances. Strict and regular surprise checks will be conducted to ensure the same.

Other Features:

- A customer assistance centre would be set up in each NHE/SHE/DHE and manned by officials of the IA to restrict excessive pricing and other unfair practices.
- IA should endeavour that purchases by the customers be facilitated by a UPI enabled digital wallet such as Paytm, PhonePe, GPay or any other suitable service/platform, or Point of Sale (POS) facilitation, to minimize the use of cash.
- The IA would ensure that a record of agency-wise daily sales figures is maintained.
- As far as possible, the NHE/SHE/DHE would 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 subsequent years.
- The IA will organize a workshop or a seminar or a meet or BSM during each NHE to promote handloom products and their marketing.
- Information/Invitation regarding organization of event shall be sent to concerned WSCs/Zonal Director and O/o DC(HL) by the IA.
- The IA must submit a brief report of expo in the following format within 7 days after organizing each expo through email followed by hard copy to the Office of DC(HL).

Name	Date & Venue	No. of Participants	Sales generated	Footfall	No. of beneficiaries

- Any other instructions/guidelines issued from time to time or conditions laid down in sanction order etc. in this regard to be followed including safety measures, insurance & other norms of the Central & the State Govt.

Publicity:

- Promotional materials to be finalized by the IA in consultation with the concerned WSC. Cost for the same to be met out from the publicity expenses.
- Publicity through newspapers is mandatory for each expo. Besides other modes of publicity viz. hoardings, brochures, standees, banners etc. FM, audio/video in electronic/social media should be effectively used to popularize the events.
- Playing of Handloom promotional films at a prominent place in the venue.
- The entrance gate and all publicity material should clearly mention; National Handloom Expo - "Gandhi

Bunkar Mela", State Handloom Expo - "Hathkargha" & District Handloom Expo - "Tana-Bana" sponsored by Office of Development Commissioner (Handlooms), Ministry of Textiles, Government of India".

- The logo of the DC (HL) and logo of HLM & IHB shall be used on all publicity material.

B.1.(i)(a) National Handloom Expo (NHE) – "Gandhi Bunkar Mela"

- **Venue:** Delhi & NCR, Mumbai, Chennai, Kolkata, Ahmedabad, Surat, Bangalore, Hyderabad, Pune, Nagpur, Varanasi, Kanpur, Guwahati or any other city having substantial Handloom presence or city having population above 25 lakhs.
- In NHE, preferably, Handloom products of minimum 10 States/UTs will be represented and out of total stalls, 30 stalls will be reserved for the host region, remaining 50 from amongst other four regions, North-East being a separate region.
- If sufficient number of entries are not received from the any region including the host region, vacant stalls would be allotted to other regions, and vice versa, in accordance with number of applications received from each region by computerized draw or open lottery.

Funding pattern:

S.No.	Type of assistance	Amount (Rs. in lakh)
1	Stall rent, infrastructure, Theme pavilion, display articles at the theme pavilion, Electricity Charges etc	20.03
2.	Backup services & Administrative Expenses	6.00
3.	Publicity expenses	5.50
4.	TA/DA + Freight charges to participants	Max. up to 12.16
	Total Project Cost	43.69
5.	Implementation fee to IA (max. 3 % of Project cost)	Max. up to 1.31
	Grand total	45.00

B.1.(i)(b) State Handloom Expo (SHE) – "Hathkargha"

- **Venue:** All the cities covered for conducting NHE and all States capital, cities having Urban Haats or cities having population above 5 lakh (2 lakh in case of NER cities).
- out of total stalls, preferably, 40 stalls to be reserved for the host state, 20 from outside the host State.
- If sufficient number of entries are not received from the any region including the host region, vacant stalls would be allotted to other regions, and vice versa, in

accordance with number of applications received from each region by computerized draw or open lottery.

Funding pattern:

S. No.	Type of Assistance	Amount (Rs. in lakh)
1	Stall rent/infrastructure, Theme Pavilion, display articles at Theme Pavilion, Electricity charges etc.	13.00
2	Back up Services & Administrative Expenses	4.00
3	Publicity	3.00
4	TA/DA + Freight charges to participants	Max. up to 9.12
	Total Project Cost	29.12
5	Implementation fee to IA (max. 3 % of Project cost)	Max. Up to 0.88
	Grant Total (Rs. in lakh)	30.00

Theme pavilion:

- Each NHE/SHE should have a theme pavilion of 500-2500 Sq. ft. to be set up by the IA.
- Display in the theme pavilion would be arranged by concerned WSC/NIFT/any other suitable agency.

B.1.(i)(c) District Handloom Expo (DHE) – “Tana-Bana”

- Venue:** small cities and Handloom Pockets/Clusters, areas in Himalayan regions/NER. It may be organized in other places also based on need/occasion.
- While preferring DHEs for small cities, it can also be organized across the country coinciding with regional festivals of the region like Durga Puja, Dussehra, Makar Sankranti, or on some special occasions to boost sale of handloom products.
- In respect of DHEs, preferably, participation from across the State should be encouraged, rather than limiting it to the district alone. Efforts should be made to bring participation from outside the State as well.

Funding pattern:

S. No.	Type of Assistance	Amount (Rs. in lakh)
1	Stall rent/infrastructure including electricity	3.00
2	Publicity (newspaper advertisement is compulsory)	0.70
3	Administrative expenses	0.25
4	TA/DA + Freight charges to participants	Max. up to 1.88

S. No.	Type of Assistance	Amount (Rs. in lakh)
	Total Project Cost	5.83
5	Implementation fee to IA (max. 3 % of Project cost)	0.17
	Grant Total	6.00

Role of participants:

Participants are expected to develop market demand-oriented products. Each product will have either HLM or IHB label fixed on the product including price tag.

Penalty for low performance in NHE/SHE/DHE:

S. No	Level of variation between required number of participants and actual participation in the event	Amount to be deducted out of total/final eligible amount
1	Variation between 0-10%	NIL
2	Variation between 11-20%	Pro-rata cut by 10%
3	Variation between 21-50%	Pro-rata cut by 20%
4	Variation between 51-80%	Pro-rata cut by 50%
5	Variation of more than 80%	50% of advance amount already released for the expo will be recovered from IA and 2nd installment/full & final payment will not be considered.

Monitoring:

- Primary responsibility to organize NHEs/SHEs/DHEs as per the scheme would be that of the IA.
- Director of Handlooms of the State should nominate officers to see proper organization of the expo, and their particulars should be included in the final report.
- DC (HL) will nominate a representative from the Office of the DC (HL)/WSC/Enforcement Wing or any other organization to carry out inspection/sample checking of these expos.
- Under compelling circumstance, if WSC is not in a position to visit and inspect the expo, the Director of Handlooms & Textiles, in-charge of handlooms to get the inspection done.

Submission of final claim:

For submission of final report and accounts for settlement, the following documents along with a certificate in the prescribed proforma must be sent to Office of the DC (HL) within four months of the completion of the event:

1. Utilization Certificate (UC) as per GFR 2017 (as applicable) for the advance amount released.
2. Head-wise Audited Accounts (expenditure statement) duly audited by Chartered Accountant/Govt. auditor.
3. Final Report (**Annexure – B2**).
4. Inspection report of Weavers' Service Centre in prescribed proforma as **Annexure – B3**
5. Publicity materials- proof of advertisement in newspaper, brochures, hoardings, audio-video, FM, social media etc.
6. Photographs/videos of expos for its main gate covering stalls, inauguration/closing occasion, stalls, footfalls coverage, cultural events etc.
7. List of participants along with details of TA/DA & Freight charges duly paid through DBT mode.
8. In case of centralized collection of sale proceeds using POS, copy of verified bank statement showing the transfer of sale proceeds to the stall allottees with name of the account, account no. and UTR nos. will be shared with the stall allottee.

B.1.(ii) Craft Melas – Locations and Implementing agencies

S. No.	Craft Mela	Location	IA / Designated Agency
1	Surajkund Mela	Surajkund, Haryana	Surajkund Mela Auth., Govt. of Haryana
2	Taj Mahotsav	Agra, UP	Govt. of Uttar Pradesh.
3	Shilpagram	Udaipur, Rajasthan	Govt. of Rajasthan
4	Shilparamam	Hyderabad	Govt. of Telangana
5	Shilparamam	Vishakhapatnam	Govt. of Andhra Pradesh.
6	Toshali (Zonal Craft Mela)	Bhubaneswar	Govt. of Odisha
	Any other/new Craft melas may be added to the list on need basis with the approval of DC (HL) on the recommendation of State Government/WSC concerned.		

Participants for Craft Melas:

- The application will be invited online through My Handloom Portal (<https://myhandlooms.gov.in>).

in)., as per prescribed eligibilities therein.

- For participation in all crafts melas except Surajkund crafts mela, the stalls will be allotted to the handloom awardees, and handloom agencies with HLM/IHB registration. Such handloom agencies would include cooperative societies, Producer Companies, SHGs, JLGs, federations etc.
- For participation in Surajkund crafts mela, stalls will be allotted to Sant Kabir awardees, National Awardees/National Handloom awardees, National Merit certificate holders, IHB registration holders and State awardees in that respective order of preference.
- From amongst the applications received online, Selection of participants will be done through a computerized draw or open lottery amongst eligible applicants, as per guidelines.

Procedure for selection of participants:

- While recommending the names of the Weavers/handloom agencies for participation in craft melas, the concerned authority i.e. WSC/State Govt. to verify:
 - that the names, addresses, disciplines mentioned in their application by the craftsmen/Weavers are bona-fide; and
 - that the nominees are genuine weavers and not traders/middlemen.
- Weavers/Handloom agencies will submit their applications in the online mode through My Handloom Portal (<https://myhandlooms.gov.in>). for participation in various craft melas against advertisement issued by office of DC(HL). WSCs/ State Directorates of Handlooms to facilitate the process.
- WSCs will scrutinize the applications for eligibility and forward the shortlist online to the DC (HL) HQ, which will select the participants through a computerized draw or open lottery and publish the list on handloom website of NIC.
- All the handloom agencies/weavers selected for participation in different craft melas should be issued Identity Cards with photographs (to be collected from the weavers) by the respective WSCs to guard against cases of impersonation. If there is no WSC located in the area, the weavers would be required to get it from field offices of 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 handloom agencies/weavers will be dealt with sternly and debarred from participation in future programmes.
- Allotments, must be made through a computerized draw or open lottery to ensure adequate variety and representation of weaving techniques from different parts of the country. Weavers representing similar

craft from the same State should be avoided.

- Languishing and extinct crafts should be given preference, subject to other norms of participation, including participation frequency.
- The recommending authority (Officer not below the rank of Assistant Director) should take an undertaking from the craftsperson/weavers and certify the same in prescribed format {Annexure – B5}.

Funding pattern:

Up to Rs 15.00 lakh for:

- Expenditure on space rent/stall rent/electricity/infrastructure/publicity and other incidental expenses.
- 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.
- Publicity: advertisements, hoardings, printing of posters, pamphlets etc.

Role of participants:

Participants are expected to develop market demand-oriented products. Each product will have either HLM or IHB label fixed on the product including the price tag.

Final report:

The IA would submit the details of State/crafts-wise participants along with no. of stalls, sales figures, footfalls, the expenditure incurred towards infrastructure & publicity etc., in the prescribed proforma - **Annexure – B2**.

B.1.(iii) Dilli Haat Exhibits at INA, New Delhi

B.1.(iii)(a) Master Creation Programme

- Special Programme organized every year by Office of the DC (HL) at Dilli Haat, INA, New Delhi.
- Participants: Sant Kabir, National Awardees/National Handloom Awardees and National Merit Certificate holders.
- The application will be invited online through My Handloom Portal (<https://myhandlooms.gov.in>).
- Selection of participants would be done in order of preference to Sant Kabir Awardees, National Handloom Awardees and National Merit Certificate holders through a computerized draw or open lottery.

Financial Assistance:

- Up to Rs.15.00 lakh for space rent/infrastructure/publicity/incidental activities.
- Re-imbursement of freight charges & TA/DA to participants – as applicable in para B1.(i)(b).

Release of funds:

100% advance will be released to the IA WSC Delhi.

B.1.(iii)(b) Participation in Dilli Haat, Exhibits at INA, New Delhi

- The Office of DC (HL) has 46 nos. of stalls in Dilli Haat, Oppt. INA Market for allotment to the handloom entities. The haat is managed by the Delhi Tourism.
- Handloom stalls will be allotted to the handloom agencies with Handloom Mark/India Handloom Brand registration. Such agencies would include cooperative societies, Producer Companies, SHGs, JLGs, federations, corporations, apex societies etc.
- Handloom agencies whose applications for registration are under consideration for HLM/IHB would also be considered for participation in expos/events.

Procedure for selection of participants:

- While recommending the names of the handloom agencies for participation in Dilli Haat, the concerned authority i.e. WSC/State Govt. to verify:
 - that the names, addresses, disciplines mentioned in their application by the craftsmen/Weavers are bona-fide; and
 - that the nominees are genuine weavers and not traders/middlemen.
- Handloom entities will submit their applications in the online mode through My Handloom Portal (<https://myhandlooms.gov.in>). for participation in Dilli Haat against advertisement issued by office of DC(HL). WSCs/State Directorates of Handlooms to facilitate the process.
- WSCs will scrutinize the applications for eligibility and forward the shortlist online to the DC (HL) HQ, which will select the participants through a computerized draw or open lottery and publish the list on handloom website of NIC by a committee constituted for the purpose.
- All the handloom agencies weavers selected for participation in Dilli Haat should be issued Identity Cards with photographs (to be collected from the weavers) by the respective WSCs to guard against cases of impersonation. If there is no WSC located in the area, the weavers would be required to get it from field offices of Director of Handlooms/Textiles in the area.
- The Handloom entities should sell only those handloom items, which have been indicated in the bio-data as being produced by them. The defaulting handloom agencies will be dealt with sternly and debarred from participation in future programmes.
- Allotments, must be made through a computerized draw or open lottery to ensure adequate variety and representation of weaving techniques from different parts of the country. Weavers representing similar craft from the same State should be avoided.

- Languishing and extinct crafts should be given preference, subject to other norms of participation, including participation frequency.
- The recommending authority (Officer not below the rank of Assistant Director) should take an undertaking from the handloom agency and certify the same in prescribed format {Annexure – B5}.

B.1.(iv) Brand Building

B.1.(iv) (a) Promotion of Handloom as a Mega Brand

The following activities would be undertaken for promotion of Handloom as a Mega Brand:

- Organizing a central function at a pre-decided place
- Fashion show
- Handloom exhibitions with exclusive products of Awardees, GI, IHB
- International fairs
- BSM/RBSM
- Organizing quizzes/competitions
- Any other suitable events

Special joint event of Handlooms & Handicrafts will be promoted under a common brand name “Viraasat” for synergy, by organizing Mega marketing and promotion events across the country to support weavers, artisans, manufactures and exporters to promote their products and create long term sustainable demand. The event shall have the focus on craft, food, cuisine and mix of activities.

Financial Assistance:

DC (HL) will decide and approve the financial assistance on the merit of the proposal.

B.1.(iv)(b) ‘India Handloom’ Brand (IHB)

IHB was launched on National Handloom Day, 7th August 2015 for branding and promotion of high-quality handloom products with zero defect and zero effect on environment.

Salient Features:

100 % handloom, made of 100% natural fibres, assured fast colours, skin friendly dyes, socially compliant.

Registration & IHB label:

Registrations under IHB are given to the manufacturers/ producers of handloom products under various categories fulfilling the above features and as per the IHB-SOP. Registered holders are issued IHB labels for the products registered.

Promotion of IHB:

IHB shall be promoted by organizing awareness programmes, events etc.

Financial Assistance:

DC (HL) will decide and approve the financial assistance based on merit of the proposal.

B.1.(iv)(c) Handloom Mark (HLM)

- HLM was launched in the year 2006, to serve as a guarantee to the buyer that the handloom product being purchased is a genuine hand-woven product and not a power loom or mill made product.
- HLM would be promoted and popularized through advertisements in newspapers & magazines, electronic media, syndicated articles, fashion shows, films, seminar & workshop etc.
- Registration & Issue of HLM Label:
- Actual Handloom producers such as Weavers/Master Weavers, Primary Handloom Weavers, Co-op Soc./ Apex Societies & State Handloom Corporations
- Other agencies – Handloom producers i.e. SHG, Consortium, Producer Companies, PCs JLG, Federations etc.

Financial Assistance:

DC (HL) will decide and approve the financial assistance on the merit of the proposal.

B.1.(iv)(d) Implementation of Geographical Indications (GI) of Goods (Registration & Protection) Act 1999

The Government of India provides financial assistance to register handloom products under the GI Act 1999. The Act provides legal protection to the GI of goods etc. and prevents unauthorized use of these by others.

Financial assistance:

- Rs. 1.50 lakh for meeting the expenses in registering the designs/products.
- Rs.1.50 lakh to impart training to personnel of IA and for effective enforcement of G.I. registration.
- DC (HL) will decide and approve the financial assistance for organizing seminars, workshops etc., on merit of the proposal.

B.1.(v) National Handloom Day

To generate awareness about Handloom industry and its contribution to the socio-economic development of the country & increase income of weavers, 7th August was notified as National Handlooms Day vide Notification No. 2(14)/2015/DCH/P&E dated 29th July 2015 in the Gazette of India. Starting from the year 2015, National Handloom Day is celebrated every year on 7th of August.

Financial assistance:

For organization of function to celebrate the day and to

undertake various activities such as Thematic display of handloom products, exclusive exhibition cum sales, workshops, seminars, award ceremonies, awareness programmes, advertisements in newspapers/magazines, electronic/social media campaigns, syndicated articles, fashion shows, films, quizzes etc., or any other activities which is found suitable for promotion of handloom. DC (HL) shall decide and approve the financial assistance on merit of the proposal.

B.1.(vi) Handloom Awards

Handloom Awards are conferred upon Handloom Weavers, Designers, Handloom organizations and

Marketing Agencies for showing excellence in the handloom sector.

Objectives

- Recognize extraordinary skills and contribution of handloom weavers, designers, organizations and Marketing Agencies towards promotion, development and reservation of weaving tradition and welfare of the weaving community.
- Recognize talent and workmanship of young weavers, be role models and inspire others to emulate them.
- Reward individuals/ organizations to adopt innovative measures for marketing of handloom products and recognize their achievements.

No. of Awards: 25

Sl. No.	Name of awards	Category	Total no. of awards			Grand Total
			General	exclusively for women	Total	
01	Sant Kabir Handloom Award	Weaving	05	01	06	06
02	National Handloom Award	Weaving	12	02	14	19
		Design Development	02	-	02	
		Marketing of handloom products	02	-	02	
03		Start-up ventures/Producer Company	01	-	01	
	Total		22	03	25	25

- Sant Kabir Handloom Awards and National Handloom Awards meant exclusively for the women handloom weavers are named as Sant Kabir Handloom Award/National Handloom Award (Kamaladevi Chattopadhyay Award).
- Handloom Awards are conferred in an Award Ceremony organised for the purpose.

Categories & Sub-categories:

Sant Kabir Handloom Award:

Category	Weaving	No. of Award
Sub Category	Weaving	03
	Exclusively for Women Weavers (Kamala Devi Chattopadhyay Sant Kabir Handloom Award)	01
	Languishing Weaves	01
	Tribal Weaves	01
Total		06

National Handloom Award:

S. No.	Categories	Sub-Categories	No. of Awards under each Category/ Sub-category
1	Weaving	1. Weaving	08
		2. Exclusively for Women Weavers (Kamala Devi Chattopadhyay National Handloom Award)	02
		3. Young Weavers, (Not more than 30 years of age)	01
		4. Divyang Weavers	01
		5. Languishing Weaves	01
		6. Tribal Weaves	01
2	Design Development		02
3	Marketing of Handloom products		02
4	Start-up Ventures/ Producer Company		01
	Total		19

Note:

- To maintain exclusivity of Sant Kabir/National Handloom Awards, not more than one award to be conferred for one particular variety of handloom products in a year in respect of each of the “Weaving” & “Exclusive Women Weavers” sub categories under the Weaving category of Sant Kabir/National Handloom Awards. However, to appreciate and accommodate distinctive qualities of similarly sounding varieties, Odisha Ikat, Pochampally Ikat, Patola Ikat etc. are to be considered as different varieties of handloom products. Similarly, Jamdani from West Bengal, Awadh Jamdani, Uppada Jamdani, Venkatagiri Jamdani etc. are to be considered as different varieties of handloom products. This applies to all such handloom products having similar sounding names but representing characteristic uniqueness of their own.
- While considering Handloom Award for Languishing weaves under Weaving category of Sant Kabir/National Handloom Awards, due consideration should be given for any noteworthy effort in terms of reviving the craft by product diversification or application of contemporary use.
- List of Languishing and tribal weaves is given as Annexure I. This list will be updated from time to time by DC(Handlooms) based on the recommendation of the committee having the Zonal Directors of WSCs & Director/s of Handloom & Textiles of State Govt. etc.

Procedures for inviting entries

By advertisement & publicity:

- Entries for awards are invited online through <https://myhandlooms.gov.in> portal of Ministry of Textile. A link of the same is available on centralized portal developed by the Ministry of Home Affairs (MHA) i.e. National Awards Portal (<https://awards.gov.in/>). As earlier offline applications were invited and 1st time online applications are being introduced. However, to avoid any complexity/glitches in the portal initially applications to be invited in dual mode in online as well as offline, till the online portal is fully functional.
- A notification is also published in the important national/regional newspapers in Hindi, English and vernacular languages across the country.
- The notification along with Awards calendar is uploaded on the National Awards Portal, website of the Development Commissioner (Handloom) etc.
- Wide publicity must be given by the Zonal Director and HoO, WSCs through permanent hoardings at each WSC/IIHT, Dilli Haat, National Level Melas etc.
- Pamphlets may be distributed in all handloom clusters and the stalls at Dilli Haat. The boards/hoardings and pamphlets may clearly indicate the last date for submission of award entries and brief criteria of selection.
- Zonal Directors and HoOs, WSCs shall hold exclusive meetings with weavers' representatives of weavers' associations for spreading awareness about the award scheme.

- Special mention may be made in the meetings/ Workshops/seminars/ symposia/ interaction sessions etc., by the Zonal Directors and HoOs, WSCs about the award scheme.
- All Weavers' Service Centres (WSCs) shall make special drive to motivate and assist women weavers for applying for the awards.

By Nomination:

Online nominations of suitable Handloom organization/ weavers/designers can also be made by any of the following:

- State Handloom Commissioner/Directors
- Weavers Service Centres
- Eminent NGOs
- Eminent handloom personalities
- Eminent institutions
- Reputed organizations viz. NIFT, NID, CCIC, EPCH, CEPC, Crafts Council of India and Central/State Handicrafts/Handloom Corporations
- Eminent Designers & other stake holders of the sector
- Any citizen of India having information and intended to nominate to promising applicant for Handloom Awards.

The online nominations are forwarded to the concerned Weavers Service Centre concerned to get input/complete online applications from the nominated persons.

I. Awards for Handloom weaving

Award	Eligibility
Sant Kabir Handloom Award	Handloom weaver, recipient of National or State Handloom Award or National Merit Certificate or a handloom weaver of extraordinary skills, contributed significantly to promotion, development and preservation of weaving tradition and welfare of the weaving community.
National Handloom Award	Extraordinarily skilled weavers having contributed significantly in development of handloom product/s, made valuable contribution such as skill imparted to the weaving community, design innovation, or any other contribution for development of the sector.

Awards exclusively for women handloom weavers

01 nos. of Sant Kabir Handloom Awards (SKA) and 02 nos. of National Handloom Awards (NA) are given exclusively under this awards category to women handloom weavers which could not be considered under General Weaving sub-category. Designated name for the award is Sant Kabir Award/National Award (Kamaladevi Chattopadhyay Awards).

Age and Experience

Sant Kabir Handloom Award (Weaving)	<ul style="list-style-type: none"> • Age – 50 Years (Minimum) • Minimum 20 years of experience in the field of handloom as on 31st December of the previous year.
National Handloom Award (Weaving)	<p>For young weaver sub-category:</p> <ul style="list-style-type: none"> • Not more than 30 years of age with at least 5 years of experience as on 31st December of the previous year. <p>For other sub-categories:</p> <ul style="list-style-type: none"> • Age – 30 Years (Minimum) • Minimum 10 years of experience in the field of handloom as on 31st December of the previous year.

Demonstration of weaving skills

Skill test to determine proficiency in weaving is conducted before a committee having Head of Office of the Weavers Service Centre (WSC) concerned, representative of the Commissioner-in-charge /Director of handlooms of the State Govt., experts in the field as members. The test is conducted at WSCs or at any other suitable place along with the videography before forwarding entries to Zonal Level Selection Committee.

Submission of fabric samples

Subsequent to making applications online, applicants must submit samples of fabrics with technical details thereof along with a signed copy of printout of the online application.

II. National Handloom Award for Design development Description

The awards in the area of design development are given on the basis of comprehensiveness of the design of the handloom product, popularity of the design (market perception) and sale of the developed design by the applicant and numbers of weavers benefitted. The design intervention should not be older than 5 years.

Eligibility

- Institutions including NGOs working for handloom sector.
- Individual designers.

Submission of design samples

Applicants will submit 3 samples of fabrics along with the portfolio of designs implemented in the field of handlooms with technical details along with a signed copy of printout of the online application.

Age and Experience

- i) Institutions including NGOs working for handloom sector should have been in existence for minimum 10 years
- ii) Individual designers should have minimum 10 years of experience in the field of handloom as on 31st December of the previous year.

Scrutiny of Design development

Scrutiny and confirmation of excellence of **Design development** of handloom products is done by the **Spot Verification Committee** based on popularity of the design (market perception) and sale of the developed design by the applicant. If committee so desires, they may determine proficiency in different aspects of Design development such as sketching, paper design, graphical representation of motif etc.

III. National Handloom Award for Marketing of Handloom products

Description

The Award are given on the basis of innovative measures adopted for marketing of handloom products and achievements in terms of increase in sales over past years. Growth in sales both in terms of volume and value will be a key criterion for the same. The sales figures for the last 3 financial years, in respect of handloom products only as certified by the Chartered Accountants or Statutory Auditors are to be considered. For example: in respect of award entry for the year 2021, the audited figures for financial years 2017-18, 2018-19 and 2019-20 would be considered.

Eligibility

Following are the eligible entity:

- (i) Primary cooperative societies.
- (ii) Apex cooperative societies, Corporations, Federations etc.
- (iii) E-commerce platforms.
- (iv) Handloom Exporters.
- (v) Private entity/entrepreneurs etc.
- (vi) Producer Companies

Experience

Agency should be minimum 10 years old and should be involved in marketing of Handloom products as on 31st December of the previous year (03 years old in case of e-commerce entities).

Confirmation of Marketing Ability/Effectiveness

WSC concerned will submit report of the Spot Verification Committee, the verification report will be placed before the HQ level selection committee.

IV. National Handloom Award for Start-up Venture / Producer Company (PC)

Description

This Award is given to the Start-up venture/PC which is working in the handloom sector with the aim to build an eco-system for the production of handloom products to drive the sustainable economic growth for past five years and generate employment opportunities. The Start-up venture/PC should have made substantial progress to stir entrepreneurial spirit. The achievements in terms of growth of the start-up venture/PC, employment generation and increase in the wages of the handloom workers are to be considered. The start-up must be compliant with the provisions of DPIIT (Department of Commerce) guidelines on the subject.

Eligibility

The start-up/PC should have been in existence for a minimum period of 05 years as on 31st December of the previous year. However, it should not be more than 10 years old. The

financial statements of the last 3 years, of the Start-up venture/PC duly certified by the Chartered Accountants or Statutory Auditors are to be considered. For example: for an entry for award year 2021, the audited figures for financial years 2016-17, 2017-18 and 2018-19 will be considered.

Spot Verification Report for Start-up Venture/PC

Confirmation of eligible Start-up Venture/PC in the Handloom Sector and its progress over a period of five years is done by the Spot Verification Committee. The report will be placed before the HQ level selection committee by the WSC concerned.

General Terms and Conditions of Awards

1. Award Contents

Sant Kabir Handloom Award	The award consists of a cash prize of Rs.3.50 lakh, one mounted gold coin, one Tamrapatra, one shawl and a certificate.
National Handloom Award (All categories)	This award consists of a cash prize of Rs. 2.00 lakh, one Tamrapatra, one shawl and a certificate.

2. Verification of character & antecedent of the awardee

The verification of character & antecedent will be carried out before forwarding to HQ level selection committee.

3. Uploading of list of awardees on website

The list of entries is uploaded on the website of the office of DC (Handloom) i.e. handlooms.nic.in for public notice for three weeks prior to placing it before HQ level selection committee so that any new information/rectification may also be considered by the HQ selection level committee. Subsequent to finalization of select list of awardees, the same is also uploaded on the official website of DC(Handlooms).

4. Declaration from the applicant regarding criminal cases, details of members of the family/ persons who have been awarded earlier, etc.

While making applications online, the applicant will submit a declaration, providing information regarding the following:

- Details of persons who have been awarded earlier in his family and in his village/locality.
- Details of criminal case(s) against him/her, if any.

5. Recommendations of application for awards by nominating applicants

Online nominations of suitable Handloom organization/ weavers/designers can also be made by any of the following:

- State Handloom Commissioner/Directors
- Weavers Service Centres
- Eminent NGOs
- Eminent handloom personalities
- Eminent institutions
- Reputed organizations viz. NIFT, NID, CCIC, EPCH, CEPC, Crafts Council of India and Central/State Handicrafts/Handloom Corporations
- Eminent Designers & other stake holders of the sector
- Any citizen of India having information and intended to nominate to promising applicant for Handloom Awards.

The online nominations are forwarded to the concerned Weavers Service Centre concerned to get input/complete online applications from the nominated persons.

6. Procedure for submission of entries

- All eligible applicants may submit their applications online in the format as per Annexure – B11 & B12 as applicable, whenever a notification is advertised in the important national/regional newspapers by the Office of DC (Handloom). Applicants must submit the signed copy of printout of the online application, the fabric sample (not required in respect of awards for marketing of handloom products, Start-up ventures/ PCs), documents etc. to the concerned WSCs.
- Joint entries will normally not be accepted. Only in exceptional cases, joint entry may be accepted for two persons as in case of weaving in Jamdani Saree,

ikat, paithani, Kani Shawl, Korvai weaving (Three shuttles or more) and Punja Durry etc, where equal skill of another weaver is needed.

- All entries submitted by the applicant along with their crafts (wherever applicable) must be supported with declarations stating that the item being submitted has been prepared by him/ her and 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 shall not be liable to pay any compensation.
- Applicants should attach photos of samples (wherever applicable) of final product as well as photos taken during intermittent stages of the product making, or videography of the intermittent stages of the product making with applications.
- All the pages of application along with photos of sample/other documents will be numbered serially as X/Y (X is serial page number and Y is total number of pages). All pages/photos/documents should be signed/attested by the applicant.
- In the cases where applicant has already been conferred award in a particular category earlier, he/she cannot apply in the same category again. However, he/she may apply for award in any other category as per eligibility.
- It has been noticed that some weavers hesitate to submit the entries as the process of selection may take time, and hence the weaver's investment on raw material and making an expensive and exclusive product is blocked. As a result, the best creations of weavers may not come for award selection. 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 will however be given to the weavers who have made the items.
- Reputed organizations viz. CCIC, EPCH, CEPC, NIFT, NID, Crafts Council of India and Central/State Handicrafts/Handlooms Corporations etc. working in the field may also recommend the applicants for the selection of National Handloom award and their recommendation will go to Zonal Level Selection Committee. All sponsored entries by the Central/ State corporation/voluntary organizations working in the field should be sent to the respective Zonal Level Selection Committee within stipulated time. These agencies are required to submit online nomination in case of mandatory submission of online application.

7. Processing of applications

- The concerned WSC will carry out proper scrutiny of applications, conduct skill/proficiency test (demonstration of weaving skills) and then recommend

eligible entries for the Zonal Level Selection Committee. WSCs will exercise due diligence to physically verify the bona-fides of the applicants.

- One officer of the rank of Dy. Director/Assistant Director from Zonal office will be nominated for coding of fabric samples. After coding, applications will be sealed separately, codes will be stitched to samples and all other identification marks will be removed / masked properly so that identity of applicant is not known.
- Samples will be coded as SKHA/NHA, year of the award followed by 3 digits (Example, SKHA/2021/007). Coding list (without names) and samples will be submitted to the Zonal Level Selection committees. After selection is finalized by Zonal Selection Committees, results will be decoded and published on the website as per guidelines, inviting objections etc.
- Minutes of all Zonal Level Selection Committee meetings along with applications and samples etc. will be sent to the Zonal Director (NZ), WSC, Delhi in sealed cover for organizing HQ and Central Level Selection Committee meetings.
- One officer of the rank of ADC from the office of DC (HL) will be nominated to personally code the samples again. Samples will be coded with prefix HLSC/CLSC followed by SKHA/NHA, year of the award followed by 3 digits. Products of the same category will be in the serial order. The code should not reflect Area/District/ nomenclature of products/name of the weaver etc.
- The write up attached to samples during exhibits should contain only technical aspects of the product. After coding, applications will be sealed separately and codes will be stitched to samples and all other identification marks will be removed /masked properly. Coding list (without names) and samples will be submitted to HQ level Selection committee & thereafter to Central level Selection committee for final selection.

8. Selection Process:

Selection Committees:

- 1. Spot Verification Committee for National Handloom Awards, where two-tier selection is involved:** The committee, duly approved by the concerned Zonal Director, will have a representative of the Director/Commissioner in-charge of handlooms of the State, HoO - WSC, 2 experts from the concerned field. The spot verification report will be placed before the HQ level selection committee.

2. Zonal Level Selection Committee (ZLSC)

1.	Zonal Director of WSCs	Chairman
2.	Zonal/Regional/Representative of HDC/ DHT/ 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

3. Headquarter Level Selection Committee (HLSC)

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

4. Central Level Selection Committee (CLSC)

1.	Secretary (Textiles)	Chairman
2.	Development Commissioner (Handlooms)	Member-Convener
3.	Development Commissioner (Handicrafts)	Member
4.	Director General, NIFT, New Delhi	Member
5.	Director, NID, Ahmedabad	Member
6.	6 Non-officials experts from Handlooms sector including one Sr. Designer having experience in the field.	Member

- The first stage of selection would be at Zonal Level committee, as applicable.
- In the second stage, the entries recommended by the various Zonal Level Selection Committees would be screened by the Headquarter Level Selection Committee.
- The final selection would be done by the Central Level Selection Committee from amongst the entries recommended by the Headquarter Level Selection Committee.

Sant Kabir Handloom Award and National Handloom Award for Weaving

- The selection of outstanding weavers for the Sant Kabir Handloom Awards and National Handloom Awards in the field of handloom weaving, shall be done by a three-tier selection process to finalize the winning entries, i.e. Zonal, Head Quarter and Central Level Selection Committees, chaired respectively by the Zonal Director, Development Commissioner (Handloom) and Secretary (Textiles).
- Excellence of craftsmanship shall be judged from samples received along with at least 4 photographs of intermittent stages of weaving of fabric samples. Videography of the intermittent stages of the product making should be submitted, if possible.
- Other achievements in the handloom sector would be assessed from the bio-data and documents submitted therewith, including photographs of different stages of weaving of other fabrics.
- Efforts made to achieve a break-through in the development of craft would be given due consideration.
- To make awards more inclusive, other extraordinary weavers may be given due consideration in comparison to the applicants from the same family who have already received the awards. This encouragement will help in disseminating skill and preservation of weaving tradition.

National Handloom Awards in other categories

- The selection process will have two tiers, i.e. Head Quarter Level and Central Level Selection Committees to finalize the winning entries, chaired respectively by the Development Commissioner (Handloom) and Secretary (Textiles).
- While finalizing the awards, contribution of the Handloom Designer/Producer/Marketing Agency for promotion of handloom sector would be assessed.
- Efforts made to achieve a break-through in the development of craft would be given due consideration.

Finalization of Awards

After the awards are finalized by Central Level Selection Committee, decoding will be done and list of awardees

with names will be published. List of winners will be uploaded on the DC (Handloom) website viz handlooms.nic.in. In addition, awardees will also be intimated through letter.

Demonstration of skills in Weaving/Design development

Skill test to determine proficiency in weaving/Design development will be conducted at the concerned WSC along with the videography before forwarding the entries to the Zonal level selection committee. A representative of the Director/Commissioner in-charge of handlooms of the State, experts in the field will be included in the committee for the purpose.

Spot verification report in Marketing/Start-up ventures/PCs

To ascertain ability/effectiveness of applicants in the fields of Marketing, Design development and Start-up ventures/PCs categories. WSC concerned will submit the report of the Spot Verification Committee, which will be placed before the HQ level selection committee.

10. Other provisions:

- All the awardees of the weaving category are encouraged to produce replica of masterpiece from the cash prize amount for which marketing linkage is provided by NHDC. The committee to be headed by D.C. Handlooms with MD, NHDC and one expert as member will finalize the amount to be paid for replica of the master piece.
- Applicants are entitled for TA/DA for attending the skill/proficiency test.
- The Non-Official members of the selection committee at all levels are entitled to travel by Air in economy class. The cost of air fare, stay, food & taxi fare etc., will be reimbursed on production of boarding pass & air tickets, receipts etc., as per the rules.
- The members of the Central Level Selection Committee can be invited to witness the function of Award ceremony. They are entitled for TA/DA, stay as per the rule.

**Indicative list of Languishing Craft and Tribal Weaves for the purpose of considering awards
(Subject to amendment time to time).**

Languishing Craft	Tribal Weaves			
1. Khandua Saree	21. Dakhona	51. Puandum	80. Chakhesang shawl	
2. Sachipar Saree	22. Riha	52. Leingam Busun Tongkaap	81. Meni (Mekhala)	
3. Garad Korial Saree	23. Aronai	53. Chaotanam/Hangsa- Hangset	82. Risha	
4. Re-Chokodo	24. Pachara,	54. Thansuohpuon,	83. Rajamphal	
5. Lashing Phee	25. Lemphata or Riphan	55. Hmar-aam	84. Riku	
6. Pawn Pui	26. Kambung	56. Ngotlong	85. Shoulder bag	
7. Tangaliya	27. Khamia	57. Langmu Pheiso	86. Nyabay Naiha	
8. Mashroo	28. Gero	58. Lengli	87. Kokkei	
9. Patola (Double Ikat)	29. Poho	59. Pheiso	88. Nyiha	
10. Ashavalli	30. Pini	60. Khamtang Pheiso	89. Monnyiha	
11. Kharad Weaving	31. Gale	61. Lengsin Pheiso	90. Nyikohyiha	
12. Tussar Ferra Saree	32. Galluk	62. Puirio Pheiso	91. Lakshong	
13. Awadh Jamdani Saree	33. Idu Mishimi	63. Pheingao	92. Toknyu	
14. Rangkaat Saree	34. Zilang Shawl	64. Bungkham	93. Lumthensu	
15. Tweed Fabric	35. Gamuk Gale	65. Lenglam	94. Opvuram	
16. Molkalmuru Saree	36. Dumping Gale	66. Katikni	95. Puanchei	
17. Gollabhama Saree	37. Jainsem	67. Chingkhongphei	96. Hmaram	
18. Armoor Saree	38. Dhara	68. Maseampheipon Maripon	97. Ngotekhreh	
19. Himroo Yardage	39. Thatsem	69. Pheingao,	98. Pawndum	
20. Kanchi Cotton	40. Dakmanda	70. Loi- leiram phi	99. Tawlhlopuan	
	41. Saipikhup	71. Sel-lam	100. Kawkpuizikzial	
	42. Senchal	72. Angami men shawl	101. Senior	
	43. Arisan	73. Likhuo	102. Sawhthingpar	
	44. Ralngam Buchum	74. Vopha	103. Hnika	
	45. Nupang Ponve	75. Lora Mhoushou	104. Hnokaw	
	46. Longdi Aam	76. Anonthsu men shawl	105. Risha	
	47. Khongkhith	77. Hokhedshu Ladies shawl	106. Pachhara	
	48. Apa Ponte	78. Kuki shawl	107. Pinon / Phinom	
	49. Awa-Ampee	79. Nayashal Montensu	108. Hadi	
	50. Chaotanam		109. Rikutu	
			110. Lepcha (durry)	

APPLICATION FORM FOR AWARD IN HANDLOOM WEAVING FOR THE YEAR

SANT KABIR HANDLOOM AWARD FOR WEAVING

Please tick (✓) the relevant sub-categories (Multiple boxes can be ticked) possible).

1. Weaving ☐ 3. Languishing Weaves ☐
2. Women Weavers ☐ 4. Tribal Weaves ☐

Affix self-
attested
passportsize
photograph

NATIONAL HANDLOOM AWARD FOR WEAVING

Please tick (✓) the relevant sub-categories (Multiple boxes can be ticked).

1. Weaving ☐ 4. Divyang Weavers ☐
2. Women Weavers ☐ 5. Languishing Weaves ☐
3. Young Weavers ☐ 6. Tribal Weaves ☐

(Attach medical certificate of disability from a Govt. Hospital in case of Divyang Weaver)

1.	Name of recommending/nominating agency, if any		
2.	Name of State		
3.	Personal details		
(a)	Name	Hindi	
		English	
(b)	Date of Birth (Enclose self-attested copy of DOB document)	DOB(DD/MM/YYYY)	
		Age as on 31 st Dec of previous	
		Name of certificate enclosed	
(c)	Gender	Male/Female/Other	
(d)	Father's Name	Hindi	
		English	
(e)	Spouse Name	Hindi	
		English	
(f)	Address / contact details of the weaver	Complete Address & pincode	
		Mobile No.	
		E-mail ID	
(g)	Name of the Technique of which applicant is Master		
(i)	Guru or teacher from whom the weaver/applicant learnt weaving.		

4.	Product details to be submitted along with Application and Sample for the Award					
(a)	Name of the handloom product, brief history, process followed,					
(b)	Whether entry/product has been made entirely & solely by the applicant? (Yes/No). If no, details of assistance sought by the applicant from others in making the entry/product)					
(c)	Name of the Tribal weave, if applicable					
(d)	Name of the Languishing weave, if applicable					
(e)	Handloom Product innovation, if any (Enclose details in a separate sheet)					
(f)	Price of the weaving sample.					
(g)	Total time taken for making the entry					
5.	Experience and contribution towards development/ improvement of weaving and its					
(a)	Total experience as on 31st December of the previous year	Total Experience (YY/MM/DD)				
(b)	Details of recognitions, records, if any. (Enclose documents to substantiate the claim)					
(c)	Details of award received in the field of Handloom Sector viz. National Award, National Merit Certificate and State award etc. if any (enclose self-attested copy of certificate)		Sl. No.	Name of Award	Field of Award	Year of Award
(e)	Details of other award winners in the family, if any (indicating your relationship with such awardee and year and name of award in Handloom Sector)					
(f)	Details of other outstanding works/ items developed/					
(g)	Have any of them been purchased by Museum, Temple, reputed designers, connoisseurs of repute? (Enclose self-attested copy of documents to substantiate the claim)					
(h)	Details of major exhibition in which the weaver / applicant has participated for demonstrating his/her skill or for displaying his/her creations. (Enclose self-attested copy of documents to substantiate the claim)					
(i)	Has the Weaver imparted training in any institute? If, so how many weavers have been trained? (Enclose self-attested copy of documents to substantiate the claim)					
(j)	Are there any publications/ papers to his/her credit? (Enclose self-attested copy of documents to substantiate the claim)					
(k)	Is there any certificate from well-known institutions or persons knowledgeable in handlooms regarding the Weaver's ability in the weaving and his/her contribution to the development of the weaving (Yes/No). If yes, enclose self-attested copy of the certificate					
(l)	Any other details concerning the Weaver which has not already been brought out in the other columns.					

Details of enclosures:

.....

DECLARATION

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

Date:

(Full Name & Signature of the applicant)
(With Phone No. with STD Code, Mobile No. e-mail and full address in capital letters)

Note:

1. Incomplete and unsigned application will be rejected summarily without any notice to the applicant.
2. Enclose separate sheets wherever column space is insufficient, duly signed by the applicant.
3. The applicant should submit handloom product woven by him/her along with the application.
4. All documents furnished by applicant must be self-attested.
5. Please specify each document and total number of pages enclosed with the application.
6. Applicant must submit self-declaration in the format enclosed to the effect that the entry has been made entirely by the applicant, no criminal case is contemplated/pending against the applicant, the applicant is submitting the entry at his/her own risk, details of awardees earlier in his/her family/village/locality etc.

Recommendation by Weavers' Service Centre

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

Date:

(Signature of the Head of Office of WSC)
with full name and address with rubber stamp

SELF-DECLARATION BY THE APPLICANT FOR AWARD IN HANDLOOM WEAVING FOR THE YEAR.....

SANT KABIR HANDLOOM AWARD

NATIONAL HANDLOOM AWARD

APPLICATION FOR AWARD FOR THE YEAR.....

I, Shri/Smt./Miss _____ born on _____ aged (_____
years _____ months) (as on 31, December of the previous year i.e.), S/o, W/o, D/o Shri _____
resident of _____ do hereby solemnly declare and
undertake that:

- (i) The item/sample _____ (name of the product) submitted by me for Sant Kabir Handloom Award/National Handloom Award for the year..... has been prepared entirely by me and I have been practicing the handloom weaving for the last _____ years for the period from _____ to _____.
- (ii) I have been Awarded Sant Kabir Handloom Award/National Award/National Handloom Award/National Merit Certificate in the field of handlooms in the category for _____ the year _____ (if any).
- (iii) It is also declared that no Criminal Case is contemplated/pending against me.
- (iv) Details of person/persons who have been awarded Sant Kabir Handloom Award/National Award/National Handloom Award/National Merit Certificate in the field of handlooms earlier in my family/Village/Locality are given below:

Sl. No.	Name of the Awardee	Relationship	Name of the Award	Category	Sub-category	Year of Award

- (v) I am submitting the above entry at my own risk and responsibility and further indemnify the Office of Development Commissioner (Handlooms), Ministry of Textiles, Government of India/State Government/ DICs, etc. against any loss, damage or theft to the entry which may occur due to any unforeseen circumstances and on account of handling and transportation of the entry.
2. I undertake that if the above statements are found to be false at any stage, I shall be liable for the action as deemed fit by the competent authority.

Date:

(Full Name & Signature of the applicant)
(With Phone No. with STD Code, Mobile No. e-mail and full address in capital letters)

APPLICATION FORM FOR NATIONAL HANDLOOM AWARD (OTHER THAN WEAVING) FOR THE YEAR.....

Award Category: Please tick (✓) the relevant category

1. Design Development ☐2. Marketing of handloom products ☐3. Start-up ventures/Producer Companies ☐Affix self- attested
passport size
photograph

Applicants are required to fill up relevant section along with this application form.

1.	Name of recommending/nominating agency, if any		
2.	Name of State		
In case of individual			
3.	Name	Hindi	
		English	
4.	Date of Birth (Enclose self-attested copy of DOB document)	DOB (DD/MM/YYYY)	
		Age as on 31st Dec of previous year i.e.	
		Name of certificate enclosed	
5.	Gender	Male/Female/Others	
6.	Father's name	Hindi	
		English	
7.	Spouse name	Hindi	
		English	
8.	Address / contact details of the weaver	Complete Address with pin- code	
		MobileNo.	
		E-mailID	
In case of Organization/ Institution			
9.	Name	Hindi	
		English	
10.	Date of Registration (Enclose self-attested copy of registration certificate)	Date of Registration	
		Age as on 31 st Dec of previous year i.e.....	
		Name and details of certificate enclosed	
11.	Name of Head of office	Hindi	
		English	

12.	Designation of Head of office	Hindi			
		English			
13.	Address / contact details of the organization / Institution	Complete Address with pin- code			
		MobileNo.			
14.	Details of Handloom Mark/ India Handloom Brand/GI/Silk Mark possessed by the applicant (enclose self- attested copy of	E-mailID			
		Handloom Mark			
		India Handloom Brand (IHB)			
		Geographical Indication (GI)			
16.	Total Experience as on 31st December of the previous year	Any other Mark/Brand			
17.	Are there any publications/ papers to applicant's credit? (enclose self-attested copy of documents to substantiate the claim)				
18.	Details of recognitions, records, if any. (enclose self-attested copy of documents to substantiate the claim)				
19.	Details of award received in the field of Handloom Sector viz. National Award, National Merit Certificate and State award etc. (Enclose self-attested copy of certificate).	Sl. No.	Name of Award	Field of Award	Year of Award
20.	Give details of other award winners in the family, if any (indicating your relationship with such awardee and year and name of award in Handloom Sector)				

Note:

Applicant are required to fill-up the respective section as given below in respect of each category for which applicant is applying (i.e. category - Handloom Weaving/ Design Development of handloom products/ Marketing of handloom products/ Start-up ventures/PCs).

Section-A

Design Development for Designer

Please tick (✓) the relevant information.

1. Individual ☐

2. Institutions ☐

3. Young Designers ☐

1.	Details of academic and professional designing qualification (in case of individual and young designer)	Name of Qualification	Year of Passing	
2.	Mastery over the technique involved in designing			
3.	Details of three (03) handloom products (products to be submitted along with the application) made out of the applicant's designs and the portfolio of applicant's design implemented in the field of handlooms with technical details.			
4.	Name of the areas/clusters where design development work has been introduced, year-wise for last 5 years (enclose self-attested copy of documents in support of the claim)			
5.	Name of the handloom products in which new designs have been introduced, year-wise for last 5 years (enclose self-attested copy of documents in support of the claim)			
6.	Detailed account of the contribution in handloom areas/clusters towards development/ improvement in designing, year-wise for last 5 years (enclose self-attested copy of documents in support of the claim)			
7.	Detailed account of the contribution towards increase in earnings of weavers due to design intervention year-wise for last 5 years (Enclose self-attested copy of documents in support of the claim)	Year	Weavers' Wages	
			Monthly	Per piece/ metre
8.	Detailed account of the contribution towards increase in production and sale of handloom fabrics after design intervention year-wise for last 5 years. (enclose self-attested copy of documents in support of the claim)	Year	Production (Nos.)	Sales (Value in Rs.)
9.	Has the applicant imparted/conducted training in any handloom area/cluster during last 5 years? If so, how many weavers have been trained year-wise? (enclose self-attested copy of documents in support of the claim)			

10.	Details of employment generated due to contribution in the field during the last three years. (enclose self-attested copy of documents in support of the claim)	Year	No. of Weavers employed
11.	Has the applicant received any Award for developmental work in handloom during last 5 years? If so, please specify and (enclose self-attested copy of documents in support of the claim)		
12.	Details of major exhibition/fashion show in which the applicant has participated either for demonstrating skill or for displaying creations. (enclose self-attested copy of documents in support of the claim)		
13.	Details of certificate received from Central/State Govt and other institutions for contribution to design development in handloom sector. (enclose self-attested copy of certificate)		
14.	Note in respect of the entry/products made out of applicant's designs and the portfolio of designs implemented in the field of handlooms submitted (enclosed signed note on separate sheet).		
15.	Any other details concerning the applicant which has not already been brought out in other columns.		

Details of enclosure:

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Date: (Full Name & Signature of the applicant)

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

(Designation & Seal in case of Organisation/Institution)

Section-B
Marketing of Handloom Products

Please tick (✓) the relevant information.

1. Primary Co-op Societies ☐

4. Exporters ☐

2. Apex Co-op Societies ☐

5. Pvt. Entities/Entrepreneurs ☐

3. e-Commerce ☐

1.	Annual financial status of the Marketing agency (attach copy of audited balance sheet, profit and loss account etc. certified by the Chartered Accountant or Statutory Auditor for last 3			
2.	Name of the areas/clusters where handloom products are manufactured/procured, year-wise for last 3 years (enclose self-attested copy of document in support of the claim)			
3.	Details of handloom products, category-wise, manufactured/procured in quantity and value for last 3 years (enclose self-attested copy of document in support of the claim)			
4.	Details of handloom products, category-wise, sold in quantity and value for last 3 years (enclose copy of audited sales details certified by the Chartered Accountant or Statutory Auditor)			
5.	Nature of sale i.e, retail, whole sale, exhibition, export, e-commerce and mention quantity and value for last 3 years (enclose document in support of the claim duly certified by the Chartered Accountant or			
6.	Mention the contribution made for generating additional employment for weavers in the areas where activities are undertaken during the last 3 years.			
7.	Detailed account of the Marketing agency contribution towards increase in earnings of weavers due to market intervention year-wise for last 3 years. (enclose self-attested copy of document in support of the claim)	Year	Weavers' Wages	
			Monthly	Perpiece/ metre
8.	Detailed account of the Marketing agency contribution towards increase in production and sale of handloom products after marketing intervention year-wise for last 3 years. (enclose self-attested copy of document in support of the claim)	Year	Production (Nos.)	Sales (Value in Rs.)
9.	Any other details concerning the applicant which has not already been brought out in other columns.			

Details of enclosure:

.....

.....

Date:

(Full Name & Signature of the applicant)
(With Phone No. with STD Code, Mobile No. e-mail and full address in capital letters)
(Designation & Seal in case of the Organisation/Institution)

Section-C
Start-up venture/PC in Handloom Sector

1.	Brief details about the Start-up Venture/PC working in the handloom	
2.	Details of handloom products, category-wise, manufactured/procured in quantity and value for last 3 years (enclose the details certified by the Chartered Accountant or Statutory Auditor)	
3.	Details of handloom products, category-wise, sold in quantity and value for last 3 years (enclose copy of audited sales details certified by the Chartered Accountant or Statutory Auditor)	
4.	Annual financial statement of the organisation (attach copy of audited balance sheet, profit and loss account etc. certified by the Chartered Accountant or Statutory Auditor for last 3 years)	
5.	Details regarding generating additional employment (attach details of last 3 years certified by the Chartered Accountant or Statutory Auditor)	
6.	Details regarding increase in earnings of weavers (attach details of last 3 years certified by the Chartered Accountant or Statutory Auditor)	
7.	Details about using any innovative aspect in the Start-up Venture/PC (enclose self-attested copy of document in support of the claim)	
8.	Details regarding growth achieved for the Start-up Venture/PC including its contribution to the economy during the last 3 years. (enclose self- attested copy of document in support of the claim)	
9.	Details of Award/certificate received from Central/State Govt. and other institutions for using technological advancement(s) in handloom sector during last 3 years. (enclose self-attested copy of certificate)	
10.	Details of any other Award/Certificate received by the Organisation (enclose self-attested copy of certificate)	
11.	Any other details which has not already been brought out in other	

Details of enclosure:

.....

.....

.....

Date: (Full Name & Signature of the applicant)

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

(Designation & Seal of the Organisation/Institution)

DECLARATION

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

Date:

(Full Name & Signature of the applicant)
(With Phone No. with STD Code, Mobile No. e-mail and full address in capital letters)
(Designation & Seal in case of Organisation/Institution)

Note:

1. Incomplete and unsigned application will be rejected summarily without any notice to the applicant.
2. Enclose separate sheets wherever column space is in sufficient, duly signed by the applicant. The applicant should submit handloom product woven by him/her along with the application (wherever applicable).
3. All documents furnished by applicant must be self-attested.
4. Please specify each document and total number of pages enclosed with the application.
5. Applicant must submit self-declaration in the format enclosed to the effect that the entry has been made entirely by the applicant, no criminal case is contemplated/pending against the applicant, the applicant is submitting the entry at his/her own risk, details of awardees earlier in his/her family/village/locality etc.

Recommendation by Weavers' Service Centre

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

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

SELF-DECLARATION BY THE APPLICANT

National Handloom Award for the Year.....

I, Shri/Smt./Miss _____ born on _____ aged (_____
years _____ months) (as on 31, December of the previous year i.e.), S/o, W/o, D/o Shri _____
_____ resident of _____ do hereby solemnly declare and
undertake that (in case of individual):

(or)

I, Shri/Smt./Miss _____ designation _____
of _____ (Name of the Institution) do hereby solemnly declare and undertake that (in case of
Organisation/Institution):

Section-A: Design Development

☐

(i) The items/samples _____ (name of the products) submitted by me for National Handloom Award for
the year..... have been made out of my designs (in case of individual and young designer).

(or)

The items/samples _____ (name of the products) submitted by me for National Handloom Award for
the year have been made out of designs of our institution (in case of Institution).

(ii) The designs in the portfolio (implemented in the field of handlooms) submitted for the award were made by me/our
institution.

(iii) I/Our institution has been designing for the handloom products for the last _____ years for the period from _____
to _____.

Section-B: Marketing of Handloom Products

☐

(i) I/Our institution has been marketing the handloom products for the last _____ years for the period from _____
to _____.

Section-C: Start-up Ventures/PCs

☐

(i) Our organization is a Start-up Venture/PC which is working in the handloom sector and involved in production and (or)
marketing of handloom products since _____ (month/year).

02. It is also declared that:

(i) I/Our Organization/institution have been Awarded Sant Kabir Handloom Award/National Award/National Handloom Award/
National Merit Certificate in the field of handloom under _____ (Category & Sub- category) for the
year _____ (if any).

(ii) No criminal cases are contemplated/pending against me/our organization.

(iii) Details of person/persons who have been awarded Sant Kabir Handloom Award/National Award/National Handloom Award/National Merit Certificate in the field of handlooms earlier in my family/Village/Locality are given below:

Sl. No.	Name of the Awardee	Relationship	Name of the Award	Category	Sub-category	Year of Award

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

3. Further, I undertake that if the above statements are found to be false at any stage, I/My Organization/institution shall be liable for the action as deemed fit by the competent authority.

Date:

(Full Name & Signature of the applicant)
(With Phone No. with STD Code, Mobile No. e-mail and full address in capital letters)
(Designation & Seal in case of Organisation/Institution)

B.1.(vii) Government e- Marketplace (GeM) on-boarding

Facilitated by DC (HL) and GeM authorities to register Weavers, Co-operative Societies and Handloom agencies on GeM to provide marketing facilities for direct selling of handloom products to Government Departments, and ensure remunerative price for products.

Financial assistance:

Financial assistance will be provided for promotional activities viz. workshops, seminars, awareness programmes, electronic/social media campaign etc. to tap the potential of e-marketing of handloom products. The ceiling for such activities would be Rs. 5 lakh. However, actual funding will be decided on the merit of each proposal.

B.1.(viii) Miscellaneous Promotional activities/events

This includes publicity and promotional measures (O/o Development Commissioner (Handlooms) alone as well as in collaboration with O/o Development Commissioner (Handicrafts)) viz. Expos, Thematic display cum sales, exclusive exhibition cum sales, Road shows, Live demos, Seminars and Workshops, BSM, RBSM, Textiles India Fair, Technology Exhibition, Fashion shows, Weavers Chaupals, Hastkala Sahyog Shivirs (HSS), Paryatan parv,

Bharat parv, Hunar Haat, National Festivals, International women's day, cultural exchange programmes, weavers exchange programmes etc. approved/sponsored by various Ministries/Departments including Social Media Campaigns, Print and electronic publicity viz. advertisements, coffee-table book, e-brochures, e-cataloguing, films, documentaries, video clips, tele-films etc. to create awareness and understanding among the masses about the handloom sector. Other publicity support viz. printing of posters, pamphlets, brochures, books, catalogues, mementos, advertisements and syndicated columns /articles/editorials /special supplements in newspapers, magazines etc. and any other media tool that may be found useful by the DC (HL) in publicising and popularising the handloom sector.

Note: Up to 20% of the stalls for the events organized by other Ministries/Departments viz. Bharat Parv & Paryatan Parv, Jharokha, Hunar Haat etc., may be sponsored by the O/o DCHL.

Financial Assistance

DC (HL) will decide and approve the financial assistance based on the merit of the proposal.

B1.(ix) Domestic Virtual Expos will be conducted on identical lines to that of international virtual expos as mentioned in para **B.2.1 (ii)**.

B.2 Handloom Export Promotion

Objectives:

- Market penetration through organisation/participation in international fairs/exhibitions, big ticket events, BSM, RBSM etc., for export promotion of handloom products. Publicity and brand development through IHB, HLM and other measures.
- To assist in establishing international marketing linkages to suitable Apex/Primary handloom cooperative societies, corporations, producer companies, handloom awardees, exporters, other talented weavers etc. who are producing exclusive exportable handloom products.

Components:

1. International Fairs & Exhibitions
2. Organisation of BSM/RBSM
3. Miscellaneous promotional events/activities

Note

- Annual marketing calendar for participation/organization of international marketing fairs/expos/misc. events shall be approved by the Secretary (T) and an indicative target shall be communicated to the IAs.
- Markets and products for the international events should be selected well in advance and informed to the participants so that response of the buyers/buying agents is good.
- Participation would not be permitted more than two times for any participant in International Fairs & Exhibitions over the scheme period.
- Up to 50% of the total eligible amount sanctioned in respect of all components of Handloom Export Promotion i.e. International Fairs & Exhibitions, Organisation of BSM/RBSM and Miscellaneous promotional events/activities will be released in advance by the DC (HL) directly to IA on submission of the application through My Handloom Portal (<https://myhandlooms.gov.in>)/in the prescribed proforma - **Annexure – B6/ Annexure – B7**. This advance may be released upto the last date of the expo.
- IA shall be paid implementation fee @ 3 % of total eligible budget.
- Balance funds would be released by DC (HL) to the IAs directly on submission of detailed accounts duly certified by the Chartered Accountant/ Govt. Auditor, Final report, UC, other required documents etc.
- In case of WSCs, 100% amount shall be released.

B.2.1 (i) International Fairs & Exhibitions (Physical mode): Minimum 20 participants.

- For B2B international fairs/exhibition, minimum participants would be 20 members exporters of HEPC/EPCs.

- The eligibility of member exporters in terms of their annual export turnover (handlooms only) for participation in international fairs and exhibitions will be reckoned as per the guidelines of Market Access Initiative Scheme of Department of Commerce.
- For B2C exhibition cum sales events, minimum participants would be 20 i.e. 15 members exporters of HEPC/EPCs and 05 non-member manufacturing handloom agencies/individual weavers
- Promising and upcoming non-member manufacturing handloom agencies will be given chance to participate in the event. The individual weavers will be selected from amongst the holders of Sant Kabir, National Award/National Handloom Award, IHB registered and representatives of the handlooms organizations such as SHGs, PCs etc.
- Non-member manufacturing handloom agencies including individual weavers having export potential will be taken for participation. A committee comprising of Zonal Directors will finalize such list and provide directly to the IAs who will include name of their member exporters and obtain final approval from the O/o DCHL in advance.
- Implementing agency shall mandatory carry out briefing to non-member manufacturing handloom agencies/individual weavers before the event and de-briefing after the event in consultation with the concerned WSC and submit a report to the HQ immediately after the event is over and along with reimbursement claims.

Funding pattern (Physical Mode):

- **Space rent:**
 - Maximum of Rs.60.00 lakh for space rent, stall decoration/construction, maintenance including administrative expenses, etc.
 - Space rent being a fixed cost, will not be linked to number of participants.
 - The administrative expenses should be kept between 10% to 20% of Rs. 60.00 lakh.
- **Publicity:** Funds would be shared in the ratio of 60:40 between Gol and the Organising agency.
- **Travel grant to the participants:** Travel grant would be paid on actual basis or Rs. 50,000/- per participant, whichever is less from each participating agency in international exhibitions held abroad. Disbursement of travel grant will be through the organizing agency.
- 100% grant will be provided to non-member manufacturing handloom agencies/individual weavers and for the official (s) of HEPC, NHDC, EPCH 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/NHDC/EPCH etc. to be deputed for the fair/exhibition.

B.2.1 (ii) Fairs & Exhibitions- International and Domestic (Virtual mode)

- To be organized with minimum 200 participants, markets and products for these events should be selected well in advance and informed to the participants so that response of the buyers/buying agents is good.
- In respect of International Fairs and Exhibitions, handloom member exporters of HEPC/EPCs, promising and upcoming non-member manufacturing handloom agencies and individual weavers will be

participants.

- For domestic Events and Expos, handloom agencies such as Apex and Primary Societies, Corporations, Federations, PCs, SHGs, JLGs, handloom awardees, IHB holders, weaver entrepreneurs etc. will participate.

Technical infrastructure:

Suitable Technical/IT Infrastructure should include technology-powered matchmaking and a digital showcase of merchandise across all product categories.

Financial Assistance:

S. No.	Component	Virtual mode	
1.	Hiring of Virtual platform/Space, License Fee Participation fee etc.	No. of Participants	Assistance (Rs. In lakh)
		200 to 300	15.00
		301-400	18.00
		401-500	20.00
		501 & above	22.00
2.	Publicity expenses through print/electronic media, E-Catalogue/e-brochure/web-banners & Other Material	Maximum of 20% of expenditure at sl. no. 01.	
3.	TA/DA & freight	No TA/DA & freight, it being a virtual event	
4.	Misc. such as Inaugural & Webinar session, Translation & Interpretation, Exhibitors on boarding/ Training and administrative expenses etc.	Maximum of 20% of expenditure at S. no. 01.	

B.2.1 (iii) Big Ticket events

Salient features:

- To facilitate handloom member exporters, promising and upcoming non-member manufacturing handloom agencies and individual weavers, handloom awardees, exporting weavers, IHB holders to showcase their products to the international buyers.
- International buyers generally move as per a fixed itinerary. Therefore, keeping in view the calendar of international marketing events, these events will be organized on fixed dates every year on fixed venue/s.
- These events will be organized twice in a year in India, on lines similar to Indian Handicrafts & Gift Fair (IHGF) Delhi Fair by EPCH & India Carpet Expos by CEPC.
- The event will have more than 200 participants and financial assistance would be Rs.400.00 lakh.
- BSM/RBSM, Seminar/Symposium, Exhibits of IHB, GI, programmes on Languishing Crafts & other exclusive handloom products, Export Awards etc. will be main features of the event.
- Major components of the Big-Ticket events:

S. No	Component	Amount (Rs. In lakh)
1.	Venue Cost including organising expenses, Stalls construction/ decoration, maint. Admn. Cost etc.	160.00
2.	Publicity expenses	30.00
3.	Catalogue/printed and digital/social media materials.	5.00
4.	Translation and interpreter charges.	5.00
5.	Travel grant to international buyer including their stay& food etc. (for Americans/Latin Americans Rs. 1 lakh per buyer; for other countries Rs. 75,000/- per buyer)	100.00
6.	Travel grant to participant member exporters/ exporter weavers/awardees/IHB holders, officials of I.A. etc. including their stay& food etc., @ Rs. 18,000 per participant.	30.00
7.	Organisation of RBSM, Seminar/ Symposium, Exhibits of IHB, GI, programmes on Languishing Crafts & other exclusive handloom products, Export Awards etc.	30.00
8.	Any other specific component in organising the event	40.00
TOTAL		400.00

B.2.2 (i) Organisation of BSM/RBSM (Physical Mode)

The objective of organisation of BSM/RBSM is to bring prominent buyers and representatives of leading buying houses 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.

Financial Assistance:

- 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 DC (HL).
- Travel grant for foreign visitors would be on actual basis or Rs. 50,000/-, whichever is less per participant.

B.2.2 (ii) Organization of BSM/RBSM (Virtual Mode)

- BSM/RBSM will be organized through Virtual mode (in addition to physical mode) to bring prominent buyers and representatives of leading buying houses etc. to visit important trade fairs/exhibitions/BSMs in India virtually, so as to expose them to the India market to enhance market for Indian handloom products.
- Minimum participation would be 50 in case of BSM and 200 in case of RBSM.

Technical infrastructure:

Suitable Technical IT Infrastructure should include technology-powered matchmaking and a digital showcasing of merchandise across all product categories.

Financial Assistance:

- Setting up cost of IT Infrastructure for virtual Exhibitions/fairs i.e. Development of Virtual platform, Hiring of Virtual Space, Licence Fee, Participation fee etc.:
 - Rs.10.00 lakh for BSM and
 - Rs.12.00 lakh for RBSM.
- Publicity: Publicity expenses through print/electronic media, e-Catalogue/e-brochure/ web-banners & other Material etc.: Maximum upto 20% of financial assistance as mentioned above.
- Misc. expenses such as Inaugural & Webinar session (Live-stream/Pre-recorded) Translation

& Interpretation, Exhibitors on boarding/ Training and Project Management/ administrative expenses etc.: Maximum upto 20% of financial assistance as mentioned above.

B.2.3 Miscellaneous Promotional Events/Activities

- Sourcing shows
- Publication of exporters' catalogues/brochures/directories
- Deputation of weavers for setting up sales counters and live demonstrations during international exhibitions/fairs/special occasions and drives in India and abroad
- Participation in international cultural exchange programmes
- Any other activity/measure considered useful in dissemination of information/promotion and development of export market
- Capacity Building of weavers/handloom agencies on Export Procedures, Study tour (Domestic/ International), Foreign Market Trends etc.

The events/activities, and financial assistance for the same will be considered on merit of each proposal by the DC (HL).

Submission of final claim:

For submission of final report and accounts for settlement, the following documents must be sent to Office of the DC (HL) within four months of the completion of the event:

1. Utilization Certificate (UC) as per GFR 2017 (as applicable) for the advance amount released.
2. Head-wise Audited Accounts (expenditure statement) duly audited by Chartered Accountant/Govt. auditor.
3. Final Report of events/fairs.
4. Inspection report of Weavers' Service Centre (if organized within India).
5. Publicity materials- proof of advertisement in newspaper, brochures, hoardings, audio-video, FM, social media etc.
6. Photographs/videos of events/fairs.
7. List of participants.
8. Details of TA/DA & Freight charges, boarding passes, etc.

B.3. Urban Haats

Objectives:

- The scheme for setting up of urban haats at prime locations in the country was introduced in 1997-98 to enable the participating weavers/craft persons to sell handlooms/handicrafts products directly to the customers, and;
- Encourage and facilitate authentic Indian weaves and crafts of various regions in the country by rotation.

Location:

- Strategic locations in urban area within 8 km of the City Centre should be developed as Urban Haat providing the suitable ambience, with green belts in and around, with sufficient open space.
- The area of the Haat may vary depending upon availability of land, which preferably should not be less than 8000 Sq. meters.
- The responsibility of providing developed land at a suitable location will be of the concerned State/IA. Land cost will not be part of Project cost.
- The clear title of the land should be in the name of IA and it should be free from all encumbrances.

Deliverables:

- Erection of Stalls: - 70 – 80 Nos. (10X8 Sq.ft.)
- Dormitory for Crafts persons: Provisions for minimum 100 people (Separate dormitories for ladies and gents)
- Toilets: - 2 each for Ladies and Gents
- Food Court
- Pavilion /Stage for Cultural Programme
- Store Room
- Meeting/Conference Room
- Souvenir Shop

Design concept:

- The area will be developed as a park and should have sufficient open space for shops and movement of public.
- The haat design should envisage the shops/stalls on platforms, with adequate storage and display space.
- 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 in harmony with surrounding environment, and stalls will be constructed to reflect local construction culture.
- The complex will also have suitable structure for cultural programmes, performing arts etc.
- The food side of the Haat will have properly serviced 5-7 stalls with counters and space to accommodate kitchen equipments.
- Both kinds of stalls (Crafts/Food) will be provided to

the weavers/artisans/State Handicrafts & Handloom Corporations/NGOs/Tourism Corporations on rotation, preferably on monthly basis on nominal charges per day.

- The system of allotment of stalls would be transparent. No traders or middlemen will be considered for allotment of stalls.
- There will be a souvenir shop and a meeting/conference room of moderate size to cater to the administrative requirements of the Haat.

Financial assistance and funding pattern:

Cost of the project:

Normative cost: Rs.800.00 lakh.

The cost of the project up to Rs.800.00 lakh would be financed as under:

Govt./IA	Sharing pattern	Total amount
Government of India	80%	Rs. 640.00 lakh
State Government/Implementing agency	20%	Rs.160.00 lakh and above

- The Central assistance will be limited at Rs.640 lakh per urban haat, which will be shared between Offices of DC (HL) and DC (HC) in the ratio 50:50.
- For costs below Rs 800.00 lakhs, the sharing would be as per above prescribed ratio viz. 80:20 for GOI and States, and 50:50 between DC (HL) and DC (HC) for the GOI share.
- 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.
- In case of NER, Jammu/Kashmir, Ladakh and Andaman & Nicobar Islands, Lakshadweep - 90% of the admissible amount will be contributed by the Offices of DC (HL) and DC (HC) and 10% shall be borne by the IA.
- Assistance will also be given for strengthening/renovation of existing Urban Haats subject to a maximum financial limit of INR 250 lakhs (100% assistance will be borne by the Office of the DC (HL) & DC (HC).

Submission of proposal:

The IA will submit the proposal to the O/o DCHL/DCHC with the recommendation of State Level Project Committee (SLPC) along with its minutes. The proposal shall be prepared by Implementing Agency clearly indicating the project deliverables, sustainability plan & action plan to run the facilities' created after project completion. Proposal should be recommended by SLPC headed by Commissioner/Director of Handlooms & Textiles of State

Government concerned. Proposal should have supported with prior recommendation of Technical Committee and sustainability plan before putting up for PRC.

The following documents should be enclosed with the proposal:

1. Clear title of land in the name of IA.
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./ IA.
5. Submission of detailed lay out plan / architectural design and cause.
6. Sustainability plan to the run the Haat.

The Projects received from the State Government will be scrutinized by a Technical Committee and recommended to the O/o DC (HL) for approval.

Technical Committee:

Technical Committee (TC) shall scrutinize proposal technically and financially and make specific recommendation along-with its comments to O/o DC (HL/ HC), if any. Composition of the Technical Committee is as follows:

1. Zonal Director WSC & Regional Director HSC concerned – Chairman
2. Representative of Director, NIFT concerned
3. Representative of State Director of Handlooms concerned
4. Representative of State Sericulture Department/CSB concerned
5. Head of Office of WSC & HSC concerned
6. Special invitee/s, if any (project related)

The committee shall examine the proposal considering intervention-wise requirement, utilization of existing infrastructure in the area, feasibility, financial requirement, deliverables, sustainability, action plan to run the project after completion etc. If any discrepancy, the committee shall intimate to State/UT Govt/IA concerned for necessary amendment in project proposal. The State Government shall submit revised proposal to TC for their final recommendation.

The committee shall submit its final recommendation along with minutes to O/o DC (HL) within 30 days of receipt of the proposal.

Approval and monitoring of project:

All the proposals for setting up of Urban Haat shall be approved & monitored by the committee constituted under the Chairmanship of DC (HL) & DC (HC):

1. DC (HL)/DC (HC)
Chairman
2. Secretary to the State Govt. i/c Handlooms/ Handicrafts Member
3. Secretary to the State Govt. i/c Tourism
Member
4. Director, Handlooms/Handicrafts of the State Govt.
Member
5. Dy. Secretary/Director, IF Wing, MoT
Member

Management of the Urban Haat:

The IA will be encouraged to form SPV with active participation of the various agencies dealing with promotion of Tourism, Culture, Food, Processing Industry, etc., & also involving the tour operators, hotel operators in addition to those dealing with handloom and handicrafts for broad basing and ensure utilisation of facilities. The IA will be required to sign Memorandum of understanding specifying quantified deliverables.

B.4. Marketing Incentive (MI)

- MI will be given to handloom agencies for preparing conditions conducive to marketing of handloom products.
- The handloom agencies are to use this amount towards activities that attract consumers in order to gear up overall sales of handloom goods.
- The concept envisions enabling handloom agencies to adjust their prices towards increasing cost competitiveness of the products, improve designs, and invest in infrastructure so as to improve production and productivity.
- These incentives will be calculated @ 10% on average sales of handloom products of the last 3 years, to be equally shared between the State Govt. and Central Govt., except in the case of National Level Handloom Organizations/Societies, where the entire assistance will be borne by the Government of India.

Eligible Handloom Agencies and Quantum of financial assistance:

Eligible Handloom Agencies	Quantum of Incentives (Max. Cap)	Financial assistance	Sharing between GOI: State Government
State level organizations such as Handloom Corporations, Apex Co-operative Societies & National Level Handloom Organizations.	Rs.100.00 Lakh (Central Govt. share)	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.
Primary Handloom Weavers Co-operative Societies (PHWCSs), Producer Companies, SHGs, JLGs, Federations and Other eligible Handloom entities.	Rs 15.00 Lakh (Central Govt. share)		

- The amount recommended to the beneficiaries by the States Govt. is subject to matching contribution by the concerned State Govt.
- MI will be given maximum for 3 years during the scheme period of 5 years.
- The benefits of MI (10%) will be shared equally between the Organizations and Member Weavers through DBT. The details of beneficiaries (State share as well as GoI Share as and when MI released) should be uploaded in the public domain by the concerned State Govt. and Nodal Agency.

Conditions and procedure for claiming MI:

- The MI would be attracted only on the sale of handloom products using HLM/IHB.
- MI will be extended to only those handloom agencies which have made the final transaction of product sale to the consumer. For claiming MI, following should be ensured while computing the annual sales turnover for working out the eligible amount:
 - The sales by one handloom agency to the other handloom agency or vice-versa is not to be included.
 - To avoid duplication, sales of handloom products by the PHWCS/any other Handloom Agency to Apex Societies, Federations, PCs, Corporations is to be excluded. In other words, the sales made by primary societies to the apex societies/federations/corporations etc. would not be eligible for MI since apex societies/federations/corporations would be separately eligible for claiming MI on their sales after procurement from primaries.
 - The sale by any of the handloom agencies to the Government departments/ agencies is to be excluded.
 - The sale made under barter system by handloom agencies is to be excluded.
- Sales bills/invoices and yarn purchase bills submitted for claiming MI must be GST compliant.
- The State Govt. will prefer MI claims only for those agencies who have not received similar kind of incentive/rebate under any other scheme of the Central Govt.
- The State Government will forward the MI claim to GOI along with details of release of its matching share (5%). In the cases where State Govt. may not have released its share due to budgetary constraints etc., GOI share of 5% for a particular year may be released if the State Government has released its share up-to the previous claim.
- Claims of MI will be submitted by the eligible Handloom Corporations, Apex Co-operative Societies, PHWCSs,

SHGs, JLGs, PCs, Federations, Other eligible Handloom entities to the concerned State Government in the prescribed proforma **(Annexure - B8)**.

- National level Handloom Organizations will submit their claims directly to the Office of DC (HL) in the prescribed proforma **(Annexure - B8)**.
- The State Government will forward the MI claims of the eligible agencies to the office of DC (HL) duly completed and verified in all respect along with a certificate in each individual claim, as per the prescribed **(Annexure - B9)**.
- In addition, State Government has to furnish a consolidated statement, recommendations of the SLPC, Sanction Order for release of State share, documentary proof of amount transferred to the beneficiaries & a certificate as per the prescribed proforma **(Annexure - B10)**.

- Also, in the light of large number of PHWCSs and other eligible handloom agencies in the States, State Govt. while submitting the proposal will identify a suitable nodal agency to whom the Central share as well as State share in respect of eligible agencies will be aggregated for onward release to them.
- Assistance to State handloom organizations/societies for MI will be released to the Nodal Agency of the State Government concerned while assistance to the National level handloom organizations will be released directly to them.
- The Nodal Agency should compulsorily release the amount to eligible handloom agencies and their member weavers through DBT in a period not exceeding 7 days of the receipt of MI. State Govt. will submit a certificate to this effect.
- Utilization certificate will be submitted by the nodal agency.

C. Need based Special Infrastructure Projects

C.1 Objective

Need based Financial assistance up to Rs.12.00 crore (Gol share) is provided to set up project/s for product development/diversification, improving the productivity/quality of handloom products, value addition of handloom products, marketing etc. to meet challenges of the dynamic market.

C.2.Funding Pattern

Land cost will be borne by the State Govt./Implementing Agency and will not be part of the project cost.

General States	–
Gol: State Govt./IA - 80:20	
NER States, Himachal Pradesh, Uttarakhand, UTs of Jammu, Kashmir and Ladakh	–
Gol: State Govt./IA - 90:10	

In case, any project to be implemented by the Central Government Organizations (WSCs/IIHTs), the project cost, including land cost shall be fully funded by the Gol.

C.3.Special Infrastructure Projects:

I. Designs oriented Projects:

- Setting up of Design Resource Centers (DRCs) in WSCs
- Creation of archives of traditional designs, tribal weaves, languishing crafts, etc., through NIFT/NID/WSCs.
- Linking handlooms with fashion, for e.g. engagement of NIFT students in clusters, engagement of Professional Textile Designers/Master Designers/Design Agencies/Houses at Central Level to cater to the requirement the group of clusters, engagement of Designers through Central Design Agency/House at Central Level etc.
- Apparel designing and garment making
- Design, product development and diversification/test marketing
- Setting up of Design Studio
- Theme-based Design collection

II. Marketing Projects:

- Setting up of Marketing Complex/Souvenir Shop
 - Renovation of Showroom/Marketing Complex
 - Development of Craft Handloom Village
- Craft Handloom Village is to be set-up in the vicinity/enroute major tourist circuit(s). For setting-up of the same, implementing agency needs to submit sustainability plan along with the proposal seeking grant from Gol. The plan must clearly indicate steps in project initiation to handover

of the Craft Handloom Village to State Department concerned or Special Purpose Vehicle (SPV) to manage and run the affairs of the village in long term. The components/activities for Craft Handloom Villages to be selected from the following as per need of the respective Craft Handloom Villages:

- Entry Gates
 - Publicity, Signage and Hoarding at airport/highways/identified tourist place
 - Improvement of weaver houses, White Washing and wall painting
 - Construction / improvement of approach Road of the proposed Handloom Village
 - Beautification of Lawn with site development
 - Drainage & drain cover, Path Paver
 - Paver, pathways, Landscape
 - Setting up of Cafeteria
 - Setting up of infrastructure for pre-loom, on-loom and post-loom activities
 - Construction of Display-cum-sales counter
 - Weaver workshed (individual)
 - Common work shed
 - Installation of benches & Dustbins
 - Horticulture and tree plantation
 - Drain and drain cover
 - Distribution of loom & accessories and Warping M/c
 - Need based Skill up-gradation of weavers in weaving, Dyeing & Design etc. disciplines.
 - Installation of Solar light in weavers' houses,
 - Weavers' Cluster exposure visits
 - CATD System, Display area, Looms and Design Studio, computerized punching card machines
 - Miscellaneous and contingency expenditure
 - Need based other additional components/interventions may be included as per recommendation of Technical Committee/Project Recommending Committee/PAMC.
- iv. E-commerce initiatives
 - v. Projects for Exportable products and International Marketing thereof
 - vi. Formation and handholding of Producer Companies (PCs):
 - Producer Company has to submit sustainability plan along with the proposal seeking grant from Gol.
 - PCs in Handloom Sector will be provided one-time financial assistance up to Rs 0.50 lakh for meeting administrative & incidental expenditure involved in its registration, up-to Rs 10 lakh towards working capital and up-to Rs 2 lakh for setting up of office. Proposal for working capital & setting of the office should have the recommendation of the Technical Committee before submitting the proposal to O/o DCHL.
 - vii. Introduce International buyers (RBSM participants) visits to Craft Villages/Handloom pockets.
 - viii. Assistance for marketing and promotion to Central Government Organizations/Enterprises engaged in

handloom activities

III. Capacity building of weavers, PCs, SHGs, Stakeholders in following areas:

- i. Entrepreneurship
- ii. Banking linkages & formal sources of finance
- iii. Laws and legal terminology
- iv. Digital Literacy
- v. Export Procedures
- vi. Foreign Market Trends
- vii. e-commerce

IV. Technology up-gradation:

- i. Adoption of modern equipment for pre-loom, on-loom and post-loom processes
- ii. Modernization of looms by using steel, gears, etc., to make the loom easy to operate
- iii. Introduction of electronic jacquard in handloom pockets in order to save the cost of punching
- iv. Promotion of Natural/vegetable Dyes
- v. Promotion of Natural Fibres
- vi. Technical expo for advancement in machinery in handloom sector
- vii. Social Awareness – Providing elementary knowledge of handloom weaving, dyeing, printing, etc. to rehabilitation centres, correctional homes, orphanages and schools.

V. Common infrastructure Projects

- i. Provision for Tourist Home stay for Sant Kabir and National Awardees
- ii. Value Addition Centers- Garmenting units, Processing units, etc.
- iii. Reeling Unit
- iv. Spun Silk Unit
- v. Textile Testing Laboratory
- vi. Dye House with ETP
- vii. Setting up of infrastructure for pre-loom, on-loom and post-loom activities

Note: For convergence across the Ministries and to avoid duplication, financial assistance for only CFC based hard interventions is discontinued under NHDP and to be provided under SFURTI scheme of Ministry of MSME. However, soft interventions like marketing support, product & design development, capacity building etc. if required in SFURTI supported clusters would be provided under NHDP. All interventions except CFC, will continue under NHDP.

VI. IIHT-related Projects to re-orient them as handloom and handicraft hubs

- i. Create synergy with NIFT, NID, DC (HC) & WSCs – sharing and overhauling of curriculum, faculty, resources etc.
- ii. Introduction of Handicraft Technology in the course

curriculum

- iii. Sharing of knowledge of fashion and handicrafts with IIHT students
- iv. Exchange of knowledge between the students of NIFT, NID and IIHT students
- v. Collaboration of IIHTs with NIFT & NID for Industry attachment/Internship & Placement.

VII. Any other project approved by the competent authority

C.4 Procedure for submission & approval of Projects

DPR of project shall be prepared by Implementing Agency clearly indicating the project deliverables, sustainability plan & action plan to run the facilities' created after project completion. DPR should be recommended by State Level Project Committee (SLPC) headed by Commissioner/ Director of Handlooms & Textiles of State Government concerned and the same will be submitted to the office of Development Commissioner (Handlooms)) along with the Minutes of SLPC. Proposal should have supported with prior recommendation of Technical Committee and sustainability plan before putting up for PRC.

In case of the project/s to be implemented by the Central Government Organizations (WSCs/IIHTs), the Detailed Project Report (DPR) shall be submitted directly to the O/o DC (HL).

The Projects received from the State/Central Government Organizations will be scrutinized by a Technical Committee and recommended to the O/o DC (HL) for approval.

Technical Committee

Technical Committee (TC) shall scrutinize each project technically and financially and make specific recommendation along-with its comments to O/o DC (HL), if any. Composition of the Technical Committee is as follows:

- a) Director, IIHT/Zonal Director WSC concerned – Chairman
- b) Representative of Director, NIFT concerned
- c) Representative of State Director of Handlooms concerned
- d) Representative of State Sericulture department/CSB concerned
- e) Head of Office of WSC concerned
- f) Representative, Office of the DC (HC)
- g) Special invitee/s, if any (project related)

In case of IIHT related projects, the committee shall be chaired by Director, IIHT concerned while for remaining projects, the committee shall be chaired by the Zonal

Director of WSC concerned.

The committee shall examine the proposal considering intervention-wise requirement, utilization of existing infrastructure in the area, feasibility, financial requirement, deliverables, sustainability, action plan to run the project after completion etc. If any discrepancy, the committee shall intimate to State/UT Govt/IA concerned for necessary amendment in project proposal. The State Government shall submit revised proposal to TC for their final recommendation.

The committee shall submit its final recommendation along with minutes to the O/o DC (HL) within 30 days of receipt of the proposal.

Project Recommending Committee (PRC)

PRC chaired by DC (HL), having following composition shall recommend the project proposals upto Rs. 10.00 crore for approval of Secretary (Textiles):

- a) DS/Director IFW(Textiles)
- b) Representative of NIFT
- c) Representative of DC (HC)
- d) Additional Development Commissioner (Handlooms),
- e) State Director of Handlooms concerned
- f) Director, IIHT/Zonal Director, WSC concerned
- g) DS/Director (Silk), Ministry of Textiles
- h) DS/Director, Ministry of MSME
- i) Special invitee/s, if any (project related)

Project Approval & Monitoring Committee (PAMC)

Committee, chaired by Secretary (Textiles), having following composition shall approve the projects above

Rs. 10.00 crore and monitor the projects on regular basis:

- a) AS & FA, Ministry of Textiles
- b) DC (HL)
- c) DG, NIFT or his/her representative
- d) DC (HC)
- e) State Secretary (Handlooms) concerned
- f) Joint Secretary, Ministry of Rural Development
- g) Joint Secretary (Silk), Ministry of Textiles
- h) Joint Secretary, Ministry of MSME
- i) Special invitee/s, if any (project related).

PAMC will also consider and approve revision in the project cost, if required, subject to the condition that escalation in the cost is due to the reasons beyond control.

C.5 Release of Funds

Funds shall be released in two equal installments to the Implementing Agency.

- i. 50% as 1st Installment as advance.
- ii. 50% as 2nd installment on utilization of 70% amount of 1st installment and submission of UC in GFR 12(A) and audited accounts duly certified by the Chartered Accountant.

C.6 MONITORING

At the field level, the project will be monitored jointly by the officials of the Weavers' Service Centre and State Directorate of Handloom & Textiles of the concerned.

At the Headquarter level, the project will be monitored by the PAMC, chaired by Secretary (Textiles).

D. MEGA CLUSTER DEVELOPMENT PROGRAMME

D.1 ELIGIBILITY NORMS

Mega Handloom Clusters in various parts of the country will be taken up for their holistic development, drawing comprehensive development plans. Each Mega Handloom Cluster will cover atleast 10,000 handlooms with Gol contribution upto Rs.30.00 crore per mega cluster. Nature and level of assistance to each Mega Cluster will be need based.

D.2 DURATION OF THE PROJECT

Duration of mega handloom cluster project is 5 years.

D.3 FUNDING PATTERN

General States

- Gol: State Govt./IA - 80:20
- NER States, Himachal Pradesh, Uttarakhand, UTs of Jammu, Kashmir and Ladakh
- Gol: State Govt./IA - 90:10

Land cost shall be borne by the State Govt./Implementing Agency and will not be part of the project cost.

In case, the project is to be implemented by the WSCs/ IHTs, the entire funding of the project, including land cost will be borne by the Gol.

D.4 COMPONENTS:

Baseline Survey, Diagnostic Study, formulation of DPR

This is required for ascertaining the needs of specific interventions required for making the handloom concentrated area self-sustainable. The DPR shall include the interventions required, financial implications, means of financing, implementation schedule, duration etc. For preparation of Detailed Project Report (DPR) of Mega cluster, baseline survey of all handloom weavers/workers is not required. Data of All India Handloom Census 2019 may be considered for fulfilling the norms of mega handloom cluster.

Financial assistance will be provided for Baseline Survey, Diagnostic Study and formulation of DPR to the agency selected through transparent process by the State Government.

Individual interventions directly benefitting weavers

Financial assistance shall be provided for distribution of:

- i. HSS items for up-gradation of looms/accessories to improve quality of the fabric & productivity and reduce drudgery of handloom weavers/workers
- ii. lighting units

Funds sharing:

90% by the Gol and 10% by the beneficiary.

- iii. Construction of individual workshops @ Rs. 1,20,000/- per unit (measuring 25 sq. mts.) to handloom weavers to house their looms.

Funds sharing:

For BPL/SC/ST/Women/Transgender/Differently-abled beneficiaries– 100% by the Gol;

For other beneficiaries – 75% by the Gol and 25% by the beneficiary.

Design Development and Product Diversification

Assistance will be provided for upgrading and diversifying the present product range through design development & quality improvement so as to meet the needs of the contemporary market requirements. Assistance will also be provided for setting up Design studio with CATD System and for engaging professionally qualified Designer. Assistance towards engaging the designer will be fully borne by Gol.

Market Development

This part aims at achieving twin objectives of creating brand and awareness among the people about Indian Handlooms by organization a number of marketing events at strategic locations and providing marketing outlets to the craftsman by inviting them for direct sale of their products. The marketing events will include BSM/RBSM, Exhibitions, exposure visit of the weavers to the handloom pockets of other States, development and hosting of website, e-commerce, market intelligence/survey etc. Setting up of Marketing Complex, Retail Outlet etc. is also admissible under the scheme.

Exports

Assistance will be provided to enhance export markets through brand promotion, exhibitions, BSM/RBSM, setting up of garment unit, participation in International exhibitions, warehouses, design studio etc.

Basic & Technical Infrastructure

Assistance would be available for setting up of Pre-Loom/ On-Loom/ Post-Loom facilities to carry out warping, dyeing, pre and post loom equipments, setting up of

water treatment plant, effluent treatment plant, testing labs, common workshop, exhibition hall, display-cum-showroom, conference hall, warehouse and any other item. The State Govt. will provide land free of cost, failing which the IA will purchase the land. Facilities will be run on user charge basis and will be available to all weavers in and around the cluster.

Assistance would also be available for development of common infrastructure, which would improve quality of life of weavers and will not exceed 10% of the total assistance to be released in the mega cluster. This will contribute indirectly to productivity by facilitating overall working conditions. The infrastructure could be provided in the weaver's locality, which include:

- i) Road connectivity to the cluster, where there are no roads
- ii) Repair of roads
- iii) Street lighting
- iv) Bore well
- v) Renovation of primary school building and primary health centres,
- vi) Any other item suggested in the DPR

Publicity

Assistance will be provided for publicity i.e. production of video films, publicity through print and electronic media, hoarding at strategic locations in the cities, blow-ups, banners, publicity through IT related medium like dedicated websites, catalogues, fashion shows, making of CD-ROMs etc. and also for general advertisement of various important national and international events taking place in India in connection with the handlooms, cultural exchange programmes and other events on recommendation of Indian Embassies, printing/publication of brochures/catalogues/folders/State maps on handlooms etc.

Value addition (Garmenting/apparel units/environment friendly processing units etc.)

The handloom sector produces running yardages, which has multifarious end uses. Thus, there is a need to have Value Addition Units such as Processing/garmenting units where the fabric produced will be converted into the apparels, furnishings etc., having higher realization of value than the basic fabric.

Note: For infrastructure development, IA should have their own land or on lease from Government/Government agency for at least 15 years.

D.5 DELIVERABLES

- i. Improvement in the productivity.

- ii. Improvement in quality of product.
- iii. Increase in the number of working days in a year;
- iv. Increase in the earnings/month of the handloom weavers;

D.6 SUBMISSION OF DETAILED PROJECT REPORT/ PROPOSALS

Based on diagnostic study, DPR of the Mega Cluster shall be prepared by Implementing Agency clearly indicating the project deliverables as indicated in D-6, sustainability plan & action plan to run the facilities' created after project completion. DPR should be recommended by State Level Project Committee (SLPC) headed by State Commissioner/ Director of Handlooms & Textiles having representatives of Handloom Organization (Apex Weavers' Coop. Society or State Handloom Corporation), leading Exporter, Head of Office of the WSC, representative of the IA, weaver from the group of SHGs, Special Invitees (if any) etc. Proposal should have supported with prior recommendation of Technical Committee and sustainability plan before putting up for PRC.

DPR will be submitted to the office of Development Commissioner (Handlooms)) along with the Minutes of SLPC.

The DPR received from the State Government will be scrutinized by a Technical Committee and recommended to the O/o DC (HL) for approval.

Technical Committee

Technical Committee (TC) shall scrutinize each project technically and financially and make specific recommendation along-with its comments to O/o DC (HL), if any. Composition of the Technical Committee is as follows:

- a) Director, IIHT/Zonal Director WSC concerned – Chairman
- b) Representative of Director, NIFT concerned
- c) Representative of State Director of Handlooms concerned
- d) Representative of State Sericulture department/CSB concerned
- e) Head of Office of WSC concerned
- f) Representative, Office of the DC (HC)
- g) Special invitee/s, if any (project related)

The committee shall examine the proposal considering intervention-wise requirement, utilization of existing infrastructure in the area, feasibility, financial requirement, deliverables, sustainability, action plan to run the project after completion etc. If any discrepancy, the committee shall intimate to State/UT Govt/IA concerned for

necessary amendment in project proposal. The State Government shall submit revised proposal to TC for their final recommendation.

The DPR recommended by the State Government shall be placed before the PAMC, chaired by Secretary (Textiles) for approval. On approval, project-wise report shall be prepared by the IA and the same with the recommendation of the State Director of Handlooms shall be sent to the DC (HL) for approval and funds will be released to IA.

D.7 APPROVAL OF PROJECTS

The DPR of mega handloom clusters shall be considered and approved by the Project Approval & Monitoring Committee(PAMC), chaired by Secretary (Textiles). The composition of the PAMC is as follows:

Secretary (Textiles)	Chairman
Addl. Secretary & Financial Advisor, Ministry of Textiles.	Member
Development Commissioner (Handlooms)	Member
Development Commissioner (Handicrafts)	Member
DS/Director, Ministry of MSME	Member
State Director of Handlooms concerned.	Member
Zonal Director of WSC concerned	Member
Head of Office of the WSC 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.

D.8 SUBMISSION AND APPROVAL OF INTERVENTION-WISE PROPOSALS

Project/Intervention-wise proposal will be submitted to the O/o DC (HL) by the State Directorate of Handlooms Textiles with recommendation of SLPC.

In case of the project/s to be implemented by the Central Government Organizations (WSCs/IIHTs), the Detailed Project Report (DPR) shall be submitted directly to the O/o DC (HL).

The proposal received from the State/Central Government Organizations will be scrutinized by a Technical Committee and recommended to the O/o DC (HL) for approval. The committee shall submit its final recommendation along with minutes to the O/o DC (HL) within 30 days of receipt of the proposal. The intervention-wise projects' complete proposal recommended by TC shall be approved by DC (HL).

Inter-component/intervention diversion within the approved cost and extension of implementation period of project, if any shall be done with the approval of DC (HL).

D.9 RELEASE OF FUNDS

Funds shall be released in two equal installments with the approval of DC (Handlooms):

- 50% as 1st Installment as advance.
- 50% as 2nd installment on utilization of 70% amount of 1st installment and submission of UC in GFR 12(A) and audited accounts duly certified by the Chartered Accountant.

Note: Funds for committed liabilities of projects sanctioned under CHCDS-mega clusters prior to amendment of the scheme shall be made in accordance with the provisions of the then guidelines of the scheme.

D.10 MONITORING

At cluster level, the project will be monitored by jointly by the Head of Office of Weavers Service Centre and State Directorate of Handloom & Textiles concerned.

The implementation of the projects shall also be reviewed periodically by PAMC.

E. Concessional Credit/Weaver MUDRA Scheme

E.1 Objective

The scheme aims to provide adequate and timely assistance from the banks to the handloom sector to meet their credit requirements for term loan & working capital in a flexible and cost-effective manner across the country.

E.2 Eligible beneficiaries to avail Loan

- (i) Individual Handloom Weavers/Weaver Entrepreneurs
- (ii) Self Help Groups
- (iii) Joint Liability Groups
- (iv) Handloom organizations, including Primary Handloom Weavers' Co-operative Societies, Apex Handloom Weavers' Co-operative Societies, State Handloom Corporations and
- (v) Special Purpose Vehicle (SPV)/consortia promoted by handloom weavers in Mega Cluster/Handloom Parks etc.
- (vi) Handloom Producer Companies

E.3 Components

E.3.1 Margin Money Assistance

- (i) Individual Handloom Weaver/Weaver Entrepreneur - Margin Money assistance @20% of loan amount, subject to maximum of Rs.25,000/-.
- (ii) Handloom organization - Margin money assistance @20% of loan amount, subject to maximum of Rs.20.00 lakh (margin money @Rs.2.00 lakh for every 100 weaver/worker).

Additional margin money requirement, if any as per banking norms will be borne by the beneficiary Agency.

- (iii) Margin money assistance to Primary Handloom Weavers' Co-operative Societies/Apex Handloom Weavers' Co-operative Societies/State Handloom Corporations will be provided on the recommendation of State Director of Handlooms

E.3.2 Interest Subvention

Subsidized loans at concessional interest rate of 6% for a period of three years will be available to eligible handloom organizations only. However, this is subject to interest subvention cap only upto 7% by the Gol. Interest subvention as applicable will be provided maximum for 3 years from the date of first disbursal.

E.3.3 Credit Guarantee

- (i) The loans extended to the eligible handloom

organizations will be guaranteed by the National Credit Guarantee Trustee Company (NCGTC)/Credit Guarantee Fund Trust for Micro & Small Enterprises (CGTMSE), as per decision of the Bank/Financial Institution concerned. Guarantee cover will be effective from the date of disbursement of loan for 3 years.

- (ii) If loan amount sanctioned is Rs.1.00 crore, handloom organization is eligible for getting maximum margin money assistance of Rs.20.00 lakh (margin money @Rs.2.00 lakh for every handloom weaver/worker). Therefore, credit guarantee would be covered on the loan amount disbursed upto Rs.1.00 Crore.
- (iii) The credit guarantee fee on loan amount disbursed would be borne by Gol for a period of 3 years.

E.4 Participating Banks

All Scheduled Commercial Banks, Regional Rural Banks, State Cooperative Banks, District Central Co-operative Banks and any financial institution with the approval of Competent Authority of Ministry of Textiles, Gol.

E.5 Operational Details

- (i) Eligible beneficiaries are required to approach participating Bank concerned for availing the MUDRA loan, for which application is to be filled in by the applicant and submitted in the bank with one of the following documents:
 - Pehchan card issued by the O/o DC(Handlooms)
 - yarn passbook
 - Identity card issued by the State Government
 - Handloom Organization – Registration Certificate, Balance Sheet, Profit & Loss Account, name of the weavers registered with Organization etc.
- (ii) Loan sanction letter will be issued by the bank to the applicant within one (1) month of the application date.
- (iii) Loans will be provided to all eligible handloom beneficiaries for 3 years.
- (iv) Individual handloom weaver who have availed loan upto issuance date of guidelines will be eligible for getting benefits of interest subsidy and credit guarantee fee upto 3 years from the date of first disbursal of loan amount. These benefits will be discontinued thereafter for sanctioning fresh loan to individual weavers.
- (v) Loan extended by banks upto Rs.10.00 lakh will be covered under MUDRA and loan above Rs.10.00 lakh will be covered under Concessional Credit.
- (vi) Individual weaver who have already availed margin money assistance will not be eligible for financial assistance in terms of margin money assistance, interest subvention and credit guarantee fee under the strength of Handloom Organization, SHGs etc.
- (vii) Margin money assistance to Handloom Organization

will be provided on pro-rata basis. Lower side of margin money assistance i.e. @Rs.2.00 lakh for every 100 weavers/workers or @20% of loan amount sanctioned subject to maximum of Rs.20.00 lakh, whichever is less will be considered.

- (viii) Handloom organization is required to approach the participating banks along with required documents etc. for availing loan benefits under the scheme.
- (ix) Participating Banks will sanction loan to the Handloom Organizations and have to lodge claims for disbursement of margin money assistance, interest subvention and credit guarantee fee through Handloom Weaver MUDRA Portal.
- (x) Margin money assistance will be transferred directly to loan account of Handloom Organization while interest subsidy and credit guarantee fee will be transferred to the concerned bank.
- (xi) Fresh loan may be sanctioned after one year of repayment of previous mudra loan to the handloom beneficiaries who availed loan in the past and have re-paid. Margin money will be available to all the beneficiaries, while interest subsidy and credit guarantee fee will be available to only Handloom Organizations.

E.6 Release of Funds

- (i) A centralized on-line claim disbursement system "Handloom Weaver MUDRA Portal i.e. <https://cocd.mypnb.in/login.aspx>" has been developed in association with Punjab National Bank for Banks to submit the claims for financial assistance in respect of margin money, interest subvention and credit guarantee fee.
- (ii) An MoU has been signed between Ministry of Textiles and Punjab National Bank for development, operation and maintenance of the system and a service charge @1.4% of the amount of margin money disbursed will be paid to Punjab National Bank.
- (iii) Funds as an advance will be placed in the bank account of Sub Agency i.e. National Handloom Development Corporation (NHDC) Ltd. under Central Nodal Agency (CNA) for onward transferring the funds into dedicated account of Punjab National Bank for settling the claims received from participating banks. Subsequent funds will be released by O/o DC (HL) on receipt of Utilization Certificate (UC) of 70% of previous amount.
- (iv) Participating banks will submit the claims through Handloom Weaver MUDRA Portal. Margin money assistance will be transferred directly to loan account of all beneficiaries, while interest subvention and credit guarantee fee will be transferred directly to the concerned bank only for handloom organizations through the portal.

E.7 Role of Punjab National Bank

- (i) Punjab National Bank will publicize the scheme amongst the Banks to make sure that all the participating banks lodge claims for margin money assistance, interest subvention & credit guarantee in respect of loans extended by them.
- (ii) Punjab National Bank shall ensure that MIS portal provides information regarding margin money assistance, interest subvention and credit guarantee fee claimed for each of the beneficiary by all participating banks.
- (iii) PNB will submit reports to O/o DC (HL) containing details of all claims received, debit/credit transactions done on the portal as well as in dedicated account for this purpose on monthly basis.
- (iv) PNB shall seek clearance from the office of DC (Handlooms) before disbursing the margin money assistance to eligible Handloom Organizations through the portal.

E.8 Role of State/UTs Government

- (i) To sponsor maximum number of loan applications from handloom pockets across the State in close coordination with Weavers Service Centre concerned.
- (ii) To organize awareness camps in coordination with WSC concerned and Banks in the handloom pockets.
- (iii) To hold the regular meetings with the participating banks to oversee the progress of the scheme and any issues being faced by the banks in lodging claims on the portals, should be flagged to the Office of the DC (HL).
- (iv) State Level Bankers Committee (SLBC) should monitor the progress of banks in sanctioning of loans and filing claims for margin money assistance, interest subsidy and Credit Guarantee Fee.
- (v) The District Collectors who have major concentration of weavers in their district to monitor the progress of banks in sanctioning of loans and filing of claims on the Handloom Weaver Mudra Portal in association with Lead Bank Manager.
- (vi) To send monthly report to the O/o DC (HL) with a copy to WSC concerned for monitoring the progress.

E.9 Publicity and Awareness

- (i) Intensive publicity will be carried out by the State Director of Handlooms through newspapers, awareness camps and by distributing the pamphlets in weavers' pockets highlighting the benefits available under the scheme.
- (ii) Weavers mobilized during individual benefit interventions like HSS, Skill up-gradation training will be made aware about the Concessional credit/ Weaver MUDRA scheme by the State Director of Handlooms and WSC concerned.
- (iii) Yarn depots will be utilized as focal point for distribution

- and collection of loan applications from the weavers.
- (iv) Camps/Chaupals will be organized by WSC for collection of loan applications of the beneficiaries in association with State Directorate of Handlooms and concerned banks.
 - (v) WSC officials will be deputed to handloom pockets along with representative of State Directorate of Handlooms. They will visit the weaver/worker's households for collecting the loan applications at their doorsteps.
 - (vi) Cooperation from North East Council (NEC) will be solicited for motivating the handloom weavers in NER for availing the loan facility.

E.10 Monitoring:

10.1 Following committees will monitor the implementation and review the scheme:

I. National Implementation Monitoring & Review Committee (NIMRC):

- a. Secretary, Ministry of Textiles, Gol- Chairperson
- b. DC (HL), Ministry of Textiles, Gol – Convener
- c. Representative of Department of Expenditure, Ministry of Finance, Gol
- d. Representative of the Department of Financial Services, Ministry of Finance, Gol
- e. Representative of NITI Aayog
- f. Principal Secretary/State Director of Handlooms
- g. Chairman/Managing Directors, Scheduled Commercial Banks or his representative

- h. Managing Directors, State Cooperative Banks or his representative
- i. Chairman, Regional Rural Banks or his representative
- j. Representatives of Reserve Bank of India (RBI)
- k. Representatives of Indian Bank Association (IBA)
- l. Chief Manager, Punjab National Bank, New Delhi or his representative
- m. Zonal Directors of WSCs
- n. Head of Offices of all WSCs

II. State Implementation Monitoring & Review Committee (SIMRC):

- a. State Principal Secretary (Handloom & Textiles)– Chairperson
- b. Managing Director, State Cooperative Bank
- c. Managing Director, Apex Weavers Society
- d. Representative of State Level Banker Committee Convener
- e. Special Invitee (To be decided by SIMRC as per the requirement)
- f. State Director of Handlooms concerned (Nodal Department) – Convener
- g. Zonal Director of WSCs
- h. Head of Office of WSC

10.2 NIMRC meeting will be conducted annually. The Office of the DC (HL) will monitor the progress quarterly.

F. Handloom Weavers' Welfare

F.1 Objective:

The scheme aims to provide a universal & affordable Social Security and need based financial assistance to the handloom weavers/workers across the country.

F.2 Components

1. Life, accidental and disability insurance coverage under the PMJJBY, PMSBY and Converged MGBBY.
2. Financial support @Rs. 8,000/- per month per Awardee weaver (Padma/Sant Kabir/National/State) above 60 years of age, in indigent circumstances, having annual income below Rs.1.00 lakh, to be certified by the Competent Authority of State Govt. concerned.
3. Financial support as scholarship upto Rs.2.00 lakh per annum per child to handloom weavers/workers' children for study in Textiles Institutes.

F.2.1 PRADHAN MANTRI JEEVAN JYOTI BIMA YOJANA (PMJJBY)

The PMJJBY is an insurance scheme offering life insurance cover for death, due to any reason. The life cover is for a year from 1st June to 31st May and is renewable on year to year basis.

ELIGIBILITY

All handloom weavers/workers' in the age group of 18-50 years.

BENEFITS

Rs.2.00 lakh will be payable on beneficiary's death due to any cause, for one year insurance coverage period from 1st June to 31st May.

PREMIUM

The annual premium of Rs.436/- will be shared as under:

Gol share	Rs.198/-
State Govt./Beneficiary's share	Rs.238/-
Total Premium	Rs.436/-

F.2.2 PRADHAN MANTRI SURAKSHA BIMA YOJANA (PMSBY)

The PMSBY is an insurance scheme offering accidental insurance cover for death or disability. This cover is for a

year from 1st June to 31st May and is renewable on year to year basis.

ELIGIBILITY

All handloom weavers/workers in the age group of 18-70 years.

BENEFITS

Accidental Death	Rs.2,00,000/-
Permanent Total Disability	Rs.2,00,000/-
Permanent Partial Disability	Rs.1,00,000/-

PREMIUM

The entire annual premium of Rs.20/- will be borne by the Govt. of India.

F.2.3 CONVERGED MAHATMA GANDHI BUNKAR BIMA YOJANA (Converged MGBBY)

The Converged MGBBY is an insurance scheme offering life and accidental insurance cover for death or disability for a closed group of handloom weavers/workers. This cover is for a year from 1st June to 31st May and is renewable on year to year basis.

ELIGIBILITY

Handloom weavers/workers in the age group of 51-59 years, who were already enrolled under the MGBBY on 31.05.2017. No new enrolment of weavers in the 51-59 years age group will be done under the scheme. Thus, number of beneficiaries under the MGBBY will get reduced every year.

BENEFITS

Natural Death	Rs.60,000/-
Accidental Death	Rs.1,50,000/-
Total Disability	Rs.1,50,000/-
Partial Disability	Rs.75,000/-

PREMIUM

The annual premium of Rs.470/- will be shared as under:-

Gol share	Rs.290/-
State Govt./Beneficiary's share	Rs.180/-
Total Premium	Rs.470/-

F.2.4 OPERATIONAL MODALITIES OF PMJJBY, PMSBY AND CONVERGED MGBBY

- (i) The insurance cover is renewable every year and continuation of coverage is ensured on payment of premium. The coverage period is 1st June to 31st May.
- (ii) Premium amount of PMJJBY shall be shared in the existing ratio (5:6) between Government of India (Gol) & State Government/ Beneficiary and entire amount of PMSBY will be borne by Gol. Same ratio shall be continued, as & when the premium amount is revised.
- (iii) Target for enrolment of handloom weavers/workers' under PMJJBY, PMSBY and converged MGBBY will be communicated to all State Governments/UTs, every year.
- (iv) The State Government shall indicate number of weavers/workers that can be enrolled, either by paying the premium by the handloom weavers/workers or by the State Government or both.
- (v) On receipt of above, Gol share of premium will be sanctioned/released as an advance to State Government concerned for the policy year under the scheme.
- (vi) The State Directorate of Handlooms and its subordinate offices in the field shall be the Nodal agencies for implementation of the scheme. Nodal agency will act for and on behalf of the insured members in all matters relating to the insurance cover.
- (vii) The weaver/worker shall fill up the enrolment form as prescribed by the Bank concerned/LIC and submit the same to the nodal agency and deposit his/her premium in the bank account of the nodal agency.
- (viii) On receipt of the above, the nodal agency shall scrutinize the application and forward the premium amount to the bank account of handloom weaver/ worker or account of the concerned bank as decided by the State Govt. concerned in respect of PMJJBY & PMSBY and LIC in respect of converged MGBBY.
- (ix) In case, handloom weaver/worker is not in a position to contribute his/her share, State Government concerned may do so.

F.2.5 Role of State Government

Option – I

- (i) Letter dated 13th May 2020 from Department of Financial Services, Ministry of Finance stipulates, "PMJJBY and PMSBY would have to enroll their beneficiaries through the Bank account of the intended beneficiaries and the claims settlement will be through the Bank account of the intended claimants after the period of the existing converged scheme expires".
- (ii) In accordance with the above, State Director of Handlooms shall open a separate single bank account for deposit of advance of Gol share of premium.

- (iii) In case, beneficiary is not in a position to deposit his/her share, the State Govt. may contribute their share and deposit the share of both, Gol and State Govt. in the Bank account of the beneficiary. State Director of Handlooms shall ensure that the same is debited from the account of beneficiaries for availing the insurance coverage.

Option – II

- (i) Nodal agency shall open a separate single bank account for deposit of advance of both Gol share of premium & State Government/Beneficiary share of premium.
- (ii) Gol share of premium along-with beneficiary/State Govt. share shall be transferred by State Govt. to the account of concerned bank in respect of PMJJBY & PMSBY as decided by the State Government; and LIC in respect of converged MGBBY along-with the list of beneficiaries.

F.2.6 Role of Bank(s)/LIC

- (i) The Bank/LIC should ensure that the applications received during the awareness camps conducted should be processed within 15 days/1 month.
- (ii) On receipt of the premium amount, the concerned bank/LIC shall issue "Certificate of insurance" to the beneficiaries. List of enrolled beneficiaries will be submitted by each bank/LIC branch to their Regional/ Zonal Office and the consolidated list of enrolled/ claimed beneficiaries will be submitted to State Government on monthly basis for onward submission to O/o DC (HL).
- (iii) The premium, once paid, shall not be refunded.

F.2.7 Claim Procedure

- (i) The claimant/nominee/legal heir is required to deposit duly completed claim form as prescribed by the Bank/ LIC along with the applicable documents like death certificate etc.
- (ii) In case of partial or full disability, the nominee will provide insurance certificate & disability certificate issued by Medical authority along with request letter to claim his/her insurance.
- (iii) The benefits under the scheme shall be transferred by the bank/LIC into the bank account of the claimant/ nominee/legal heir as DBT.

F.2.8 Release of Funds

The Office of the DC (HL) will release 70% of Gol share of premium as an advance to State Government against the enrollment target fixed under the PMJJBY, PMSBY & Converged MGBBY for the insurance period/year. Balance amount of Gol share of premium would be released after submission of UC of 70% of the amount released and other

required documents relating to enrollment of beneficiaries.

F.3 Financial Support in indigent circumstances to Awardee Weavers/Workers:

- (i) Financial Support of Rs. 8,000/- p.m. to awardee (Padma/Sant Kabir/National/State) handloom weavers/workers' above 60 years of age, in indigent circumstances having annual income below Rs.1.00 lakh, to be certified by Competent Authority of State Govt. concerned.
- (ii) This will be implemented through the WSC.
- (iii) Awardee handloom weaver/worker shall submit his/her application along-with complete correspondence address, weaver details, aadhar card, bank details, copy of award certificate, address proof, family details, date of birth certificate etc. to WSC concerned.
- (iv) Consolidated details etc. of Awardee handloom weaver/worker filled in Annexure-F2 format duly verified with original documents and his/her photo on the application form, Award Certificate and other relevant certificates/information etc. should be attested by the Head of Office, WSC for onward submission to this office within a month for sanction/ release of funds as DBT.
- (v) Financial assistance shall be released to respective WSC for onward transmission directly in the bank account of concerned Awardee handloom weaver/ worker as DBT within 15 days of the receipt of the funds by WSC concerned.
- (vi) Financial support to Awardee handloom weaver/ worker shall be extended on year to year basis subject to submission of Income certificate duly attested by Competent Authority of State Govt. concerned, during his life time.
- (vii) Assistance from the Government may be provided either in the form of monthly allowance or lump-sum grant or both.
- (viii) Awardee handloom weaver/worker shall submit an undertaking regarding non-receipt of similar financial assistance from any other source to the concerned WSC.
- (ix) Awardee handloom weaver/worker shall be eligible for getting need based financial assistance from the date of recommendation of WSC concerned.

F.4 Scholarship:

- (i) Financial Support as per child scholarship maximum upto Rs.2.00 lakh per annum shall be provided to handloom weavers/workers' children (upto 2 children) for study in 3/4 years Diploma/Under Graduate/Post Graduate courses of Central/State Govt. recognized, Central/State Govt. funded Textiles Institutions.
- (ii) They shall be paid tuition fee, admission fee, examination fee, other annual fee/ charges as charged by the academic institution plus Rs. 5,000/-

p.m. as stipend, subject to maximum of Rs. 2.00 lakh per child per annum or actuals, whichever is less.

- (iii) Consolidated details including admission letter, tuition fee receipt, weaver/worker Pehchan card, bank details etc. of handloom weavers/workers filled in Annexure-F3 along with his/her attested photo on the application form should be verified/attested with original documents by the concerned WSC for onward submission to concerned Zonal Office with their recommendation.
- (iv) Concerned WSC shall submit the complete proposal along with relevant documents in prescribed format to concerned Zonal Office within stipulated time. Concerned Zonal Office shall scrutinize the proposal and send requirement of funds along with Annexure-F3 format and relevant details in prescribed format to this office (Hqr.) within a month for sanction/ release of funds by DC (HL).
- (v) Funds shall be released to concerned zonal office for onward transmission of the fund directly into the bank account of concerned handloom weaver/worker or his/her children as DBT.
- (vi) 1st year scholarship shall be paid after admission of the ward of handloom weavers/workers while in the subsequent years, scholarship shall be paid on submission of proposal along with the copy of the mark sheet for the passing out of annual exam and admission proof of next academic session from the institution concerned.
- (vii) Handloom weaver/worker or his/her children shall submit an undertaking regarding non-receipt of similar financial assistance from any other source to the concerned WSC.

F.5 Publicity and Awareness

- (i) Weavers/workers mobilized during individual benefit interventions like HSS, Skill up-gradation training will be made aware about the scheme.
- (ii) Intensive publicity will be carried through newspapers, awareness camps and by distributing the pamphlets in weavers' pockets highlighting the benefits available under the scheme.
- (iii) Yarn depots will be utilized as focal point for distribution and collection of enrolment forms from the weavers/ workers.
- (iv) Camps/Chaupals will be organized by WSC for enrollment of the beneficiaries under the scheme in association with State Governments (Nodal Agencies) and concerned banks and will educate the weavers to avail benefits of various handloom schemes.
- (v) WSC officials will be deputed to handloom pockets along with the nodal agency. They will visit the weaver/worker's households for enrolling them at their doorsteps.
- (vi) The State Governments, State Handloom

Corporations, Apex/Primary Handloom Weavers/ Workers Cooperative Societies, Unions/Associations shall be actively associated in implementation of the scheme by way of sensitizing the handloom weavers/ workers to join the scheme.

- (vii) Cooperation from North East Council (NEC) will be solicited for motivating the handloom weavers/ workers in NER for availing the scheme benefits.
- (viii) Synergy would be developed in efforts of Ministry of Textiles and Department of Financial Services for enrolling the handloom weavers/workers.
- (ix) Local Public Representative (MPs/MLAs/MLCs etc.) should be invited in awareness camps/chaupals for their affirmative impact on the handloom workers.

F.6 Monitoring

- (i) The Office of the DC (HL) will monitor the progress through periodical reports from the WSCs/State Governments and hold review meetings with them from time to time.
- (ii) State Director of Handlooms shall submit monthly report indicating details of coverage and settlement of claims under PMJJBY, PMSBY and converged MGBBY.
- (iii) WSCs shall submit monthly report, indicating the coverage provided to indigent awardee weavers/ workers, and status of scholarship claims and reimbursement etc.

G. Miscellaneous Components

I. Research & Development (R&D)

R&D includes survey and study of the Handloom Sector and recommend steps to improve the market share of handloom, revival and documentation of languishing handloom crafts, innovations in handloom technology, experimentation/research on use of new fibres/natural dyes/organic cotton, documentation of existing/developed designs in WSCs etc.

II. Handloom Census

Handloom Census is conducted through Independent third party to get updated data and its validation regarding number of handloom weavers, number of handlooms, number of handlooms engaged in commercial and domestic use etc. so that benefit of scheme and subsidy percolates to actual handloom weavers. Also, weavers shall be issued photo I-Cards.

III. Publicity, advertisement, monitoring, training and evaluation of the scheme

Expenditure shall be incurred towards a) publicity, b) advertisement, c) monitoring, d) supervision, e) training of the officials working under the O/o DC (HL), State Directorate of Handlooms, representative of IAs etc. and f) Evaluation of the scheme/programme (including concurrent monitoring/impact evaluation).

IV. Education of weavers/their wards through National Institutes of Open Schooling (NIOS)/IGNOU

National Institutes of Open Schooling & Indira Gandhi National Open University shall provide education to the handloom weavers and their children through open schooling and distance learning in handloom related subjects for their career progression. The fee shall be subsidized for SC, ST, BPL and women learners for admission in courses offered by IGNOU/NIOS.

V. Project Monitoring Cell

Project Monitoring Cell shall be set up in the O/o DC (HL) to deal with the Handloom Schemes/programmes, including monitoring, liaising with the State Govts./IAs, examining the proposals, release of the financial assistance, data maintenance/updation etc. At the same time, mentors/monitors will also be engaged at the field level in all States to advise, follow-up with the State Govts./Implementing Agencies, monitoring and reporting the progress to this office etc.

VI. Handloom Helpline Centre

The helpline aims to provide single point of contact to weavers seeking solutions for their technical issues/schematic clarification. "Handloom Helpline Centre" has been set where professional queries of weavers are answered by the experts. The helpline no. 0120-69167000 (PRI number) and 18002089988 (Toll free number) function from 10.00 a.m. to 6.00 p.m. and provide information in 7 languages viz. Hindi, English and 5 regional languages (Telugu, Tamil, Kannada, Bengali & Assamese).

VII. Earlier Committed liabilities of NHDP, HWCWS, CHCDS, NERTPS etc.

Earlier committed liabilities of NHDP, HWCWS, CHCDS, NERTPS etc. implemented prior to introduction of the amended guidelines of NHDP for implementation during 2021-22 to 2025-26 shall also be met out.

H. Any Other Component

Funds allocated for the Scheme shall also be utilized towards any other component with approval of DC (HL), which may emerge during the course of implementation of the scheme and might have not been incorporated in the scheme at the time of approval.

PROFORMA FOR BASELINE SURVEY

1. Name of IA
2. Registration No.
(In case of NGO, Registration no. on Darpan Portal of NITI Aayog must be given)
3. Name of Cluster
4. State
5. District.....
6. Block
7. Number of weavers proposed to be covered
8. Details of weavers

S. No.	Name of weaver	Father/ Husband name	Gender (Male/ Female/ Transgender)	Weaver Identity Card no. (as per Handloom Census 2019-20)	Mobile No.	Age (in yrs.)	Agency under which weaver is covered/ registered		Av. annual income of family (Rs. in lakh)	Religion	Category (SC/ ST/ Differently abled/ General/ OBC, minority)	No. of days engaged in a year	Type of loom used	Type of yarn used	Products Manufactured
							Cooperative/ SHG/ NGO/ Master Weaver/ Producers co./any other	Indep- endent							
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16

(Signature)
Authorized Signatory of Implementing Agency

Countersigned (Signature)
State Director In-charge of Handlooms

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

Sl. No	Parameters																																												
1.	Name of the Cluster & District																																												
2	Name of IA																																												
3	Details of IA	Parameters	Year ()	Year ()																																									
		Sales turnover in each of last two years (Rs. in lakh)																																											
		Net profit in each of last two years (Rs. in lakh)																																											
		Please enclose the Balance sheet, Profit & Loss account (Not applicable in case of offices of the Central Govt./State Govt. and NGO)																																											
4	Total number of looms in cluster																																												
5	Type of looms used in cluster																																												
6	Number of handloom weavers in the cluster	<table border="1"> <thead> <tr> <th>Category</th><th>Men</th><th>Women</th><th>Transgender</th><th>Total</th></tr> </thead> <tbody> <tr><td>General</td><td></td><td></td><td></td><td></td></tr> <tr><td>SC</td><td></td><td></td><td></td><td></td></tr> <tr><td>ST</td><td></td><td></td><td></td><td></td></tr> <tr><td>Differently-abled</td><td></td><td></td><td></td><td></td></tr> <tr><td>OBC</td><td></td><td></td><td></td><td></td></tr> <tr><td>Minority</td><td></td><td></td><td></td><td></td></tr> <tr><td>Total</td><td></td><td></td><td></td><td></td></tr> </tbody> </table>	Category	Men	Women	Transgender	Total	General					SC					ST					Differently-abled					OBC					Minority					Total							
Category	Men	Women	Transgender	Total																																									
General																																													
SC																																													
ST																																													
Differently-abled																																													
OBC																																													
Minority																																													
Total																																													
7.	Priority area																																												
i)	Details of intersection between handloom and handicrafts	Number of handloom weavers- Name of the products - Number of handicraft artisans - Name of the product -																																											
ii)	Export potential/ market potential	Present exports (Rs. in lakh) - Anticipated exports (Rs. in lakh) -																																											
iii)	Requirement of revival of languishing crafts?	Name of the craft to be revived with justification																																											
iv)	Details, if cluster untouched by commercialization?	Existing number of domestic looms – Existing number of commercial looms - Anticipated number of domestic looms – Anticipated number of commercial looms -																																											
v)	Details of cluster having talented individual weavers/ workers who are outside the fold of any formal organization?	Number of weavers outside the fold of any formal organization -																																											

Sl. No	Parameters					
			Present	Anticipated		
8		Sales turnover of handloom products in cluster (Rs. in lakh)				
9		Average earning of the weaver per day (in Rs.)				
10		Average no. of working days in a year				
11		Main handloom products of the Cluster				
12		Interventions required for development over a period of 3 years, with financial outlay for each intervention.				
S. No	Name of the component	No. of weavers to be covered	Amount (Rs. in lakh)			fund required as 1st installment
			Gol share	Ben. Share	Total	
1.	Baseline Survey, diagnostic study, formation of Consortium and SHGs, awareness programme					
	Product development	-				
	Exposure visit					
	Participation in exhibition/BSM/Publicity					
	Documentation of cluster activities	-				
	Incentive to IA (applicable to the cluster, having Gol share more than Rs. 1.50 cr.)					
	Any other intervention	-				
	Sub-total (i)					
2.	Individual Intervention					
i.	HSS items					
	Sub-total (ii)					
ii.	Lighting Unit					
lii	Construction of Individual Worksheds					
	SC/ST/Women/Transgender /differently-abled (100% by Gol)					
	Others (75% by Gol and 25% by beneficiary)					
Iv	Construction of common Workshed					
V	Solar Lighting System for Common Workshed					
	Sub-total (iii)					
3.	Engaging Designer	-				
4.	Project Management Cost	-				
	Sub-total (iv)					
	Grand Total (i+ii+iii+iv)					

1. Local Committee has already identified beneficiaries and obtained consent in writing along with ID Proofs i.e. Aadhar Card number, Bank account number etc. who will contribute their share towards individual interventions. List of beneficiaries duly signed by the Local Committee is enclosed.
2. The beneficiary has not availed of similar assistance under any other scheme of the State or the Central Government.
3. It is certified that the IA is in existence, functioning and has net profits in last 2 years.
4. Certified that the assets created out of the assistance under the scheme will not be disposed of without the prior approval of O/o DC (HL)
5. There is no reason to believe that the IA is involved in corrupt practice.
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 O/o DC (HL) for Handlooms or Ministry of Textiles or any Department in the Ministry of Textiles.
7. Certified that no complaint(s) has (ve) been received by the State Govt. in respect of disbursement of assistance released by the Gol and State Govt. in the past.
8. Certified that selection of IA has been done in accordance with eligibility criteria prescribed in the scheme guidelines.
9. The SLPC in its meeting held on _____ has recommended the proposal. A copy of the minutes of the meeting is enclosed.
10. Certified that the title of land is in the name of the weaver for construction of individual workshop.

(Signature)

Authorized Signatory of Implementing Agency

Countersigned (Signature)

State Director In-charge of Handlooms

PROFORMA TO BE FILLED BY IMPLEMENTING AGENCY FOR SUBMISSION OF PROPOSAL FOR CLUSTER DEVELOPMENT PROGRAMME

Profile of the Implementing Agency (IA):

1.	Name of IA (With full address)													
2.	Status of Organization (Central /State Govt./Govt. Undertaking/ Cooperative/private/Producer Company/ NGO etc.)													
3.	Registration Number and date of Registration (in case NGO, NITI Aayog Darpan Portal Reg. No)													
4.	Bye laws/Resolution of Organization (enclose copy)													
5.	Name & Designation of Office bearers with Mob. No. and e.mail etc.													
6.	PAN/TAN No.													
7.	GST No.													
8.	Bank Account details (Name of Bank, Branch address, Account No., IFSC code etc.)													
9.	Total number of regular manpower with the IA													
10.	Performance of the IA	<table border="1"> <thead> <tr> <th>Parameters</th> <th>Year</th> <th>Year</th> </tr> </thead> <tbody> <tr> <td>Sales turnover in each of last two years (Rs. in lakh)</td> <td></td> <td></td> </tr> <tr> <td>Net profit in each of last two years (Rs. in lakh)</td> <td></td> <td></td> </tr> <tr> <td colspan="3">Please enclose the Balance sheet, Profit & Loss account (Not applicable in case of Central Govt./ State Govt. organizations and NGO)</td> </tr> </tbody> </table>	Parameters	Year	Year	Sales turnover in each of last two years (Rs. in lakh)			Net profit in each of last two years (Rs. in lakh)			Please enclose the Balance sheet, Profit & Loss account (Not applicable in case of Central Govt./ State Govt. organizations and NGO)		
Parameters	Year	Year												
Sales turnover in each of last two years (Rs. in lakh)														
Net profit in each of last two years (Rs. in lakh)														
Please enclose the Balance sheet, Profit & Loss account (Not applicable in case of Central Govt./ State Govt. organizations and NGO)														
11.	Experience if any in Textiles/Handloom Sector													
12.	Previous experience in Cluster development													
13.	Scoring of the IA in case of NGO) as per the pattern for grading.													

Certified that:

1. The IA has been recommended by the SLPC in its meeting held on _____. The minutes of the meeting are enclosed.
2. There is no reason to believe that the IA is involved in corrupt practice.
3. Certified that no UC is pending against grantee organization towards any grant(s) received by under any scheme of the O/o DC (HL) or any Department in the Ministry of Textiles.
4. It is certified that the IA is in existence and functioning.
5. Certified that the above particulars are correct.
6. Certified that no complaint(s) have been received in respect of disbursement of assistance released by the Gol and State Govt. in the past.

7. Local Committee has already identified beneficiaries and obtained consent in writing along with ID Proofs i.e. Aadhar Card number, Bank account number etc. who will contribute their share for individual interventions.
8. Beneficiary has not availed similar financial assistance for same purpose from Govt./Non-government organization and there will be no duplication of efforts on part of Gol.

(Signature)

Authorized Signatory of Implementing Agency

Countersigned (Signature)

State Director In-charge of Handlooms

Criteria for selection of NGO

Mandatory Fields				
A.				
I.	Name of NGO(in existence for more than three years)			
II.	Registered Office Address			
III.	Registration Number			
IV.	Registration No. in NITI Aayog Darpan portal			
V.	PAN & TAN & GST Number of Organization			
VI.	Names, PAN & Aadhar Number of Trustees/office Bearers			
VII.	Any penalty imposed by any Authority(Central, State, Local, etc.) on the organization/trustees/office bearers(in the last 5 years)			
VIII.	Any prosecution pending against the organization/trustee/office-bearers (in the last 5 years)			
IX.	Details of Debarment, if any, imposed by any authority (Central, State, Local, etc.)			
X.	Details of sources of funding (last 5 years)			
XI.	Details of bank accounts maintained (in the last 5 years)			
B.	Score Parameters	Maximum score	Score given by State Govt.	Score given by O/o DC(HL)
i.	Registration with any other Government Organization/Department	3		
ii.	Profile of the President/Executive Officer and experience & qualification of field staff	10		
iii.	Experience of baseline survey, community mobilization and monitoring & Evaluation method	10		
iv.	Experience of Cluster development in handlooms or any other related Sector	15		
v.	Experience of Marketing, Networking	13		
vi.	Experience of Technical & Technological guidance	5		
vii.	Achievements in Handloom Sector/rural development	20		
viii.	Last three years audited accounts & filing IT returns regularly & obtained PAN	5		
ix.	Funding by Government	2		
x.	Experience of direct international collaboration	5		
xi.	Participation of women, SCs/STs/Minorities on their Board/staff	7		
xii.	No. of full-time staff to be involved in the project.	5		
	Total	100		
	Whether Eligible? (Y/N)			

(Signature with official stamp)
State Director In-charge of Handlooms

Note: Requisite documents must be submitted in support of the above parameters, else it will not be given weightage. NGOs securing atleast 60 marks, out of total 100 marks shall only be considered.

No. _____

(Name of Implementing Agency with address)

INVITING EXPRESSION OF INTERESTS (Eols)

Expression of Interests (Eols) are invited for engaging Textile Designer in Small Cluster Development Programme (SCDP) at _____ under National Handloom Development Program (NHDP).

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

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

Sd/-

Notice Inviting Expression of Interests (Eols) for engaging Textile Designer in Small Cluster Development Programme (SCDP) under National Handloom Development Program (NHDP) at _____, implemented by _____

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

Introduction

In Small Cluster Development Programme (SCDP) under National Handloom Development Program (NHDP), a qualified Designer/Agency will be engaged by the Implementing Agency for developing innovative designs and marketable products for the cluster. Designer will develop the design portfolios, which will be further developed into sellable products by the handloom weavers who do not have much exposure to market and thus not aware of the consumer preference and other market trends.

Once the design portfolio is developed, the process of product development will begin with the support of the Implementing Agency. Products will be developed by the weavers of the Implementing Agency of the cluster. The total cost of designs and sample development will be borne from the funds provided under Product Development intervention by the GoI to the IA. Designs created by the designers will be provided free of cost to the willing weavers of the cluster.

1. Objective

The objectives of engagement of Designer in SCDP are as follows:

- To assist the Implementing Agency (IA) in modifying the designs, colour combination and textures of the fabrics and product samples.
- To develop a range of handloom products as per market requirements.
- To train weavers and technical staff of the Implementing Agency to convert paper designs into fabrics/end products.
- To coordinate with the marketing consultant and the Implementing agency for establishing market linkages with the importers/buying agents/overseas buyers for marketing of the products developed under the project from the stage of designs into products.
- To document the designs and products developed.
- Design development activities include designer input towards textile techniques, motifs, design & color trend and redefined usage of fabrics, usage of existing garment styles, product development using new techniques.

2. Eligibility Criterion

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

Eligibility Norms:

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

3. Duration of the Project

Project duration is for 3 years. The designer will be engaged initially for one year which is extendable, subject to satisfactory performance. If the performance of the designer is not found satisfactory, his/her services shall be discontinued at any time, even before completing a year.

4. Scope of Work

a) Design Development

Selecting the right yarn keeping design and products in mind. Work on the combination of weaves/motifs and patterns/colour ways/value addition/design concepts/colour references in the form of pantone number or thread card number to be provided along with designs (if required)/prototype (sample) development.

b) Product Development

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

c) Train the weavers

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

d) Marketing of the handloom products

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

e) Documentation of the Designs & Products developed

To document the designs and products developed by the designer.

5. Project Work

- f) Extensive field visits to the cluster to identify the various types of design skills of the different weaver groups.
- g) Assess existing design patterns and products of the cluster and suggest the product Range.
- h) Each design is to be developed at least in two colour ways.
- i) Assist implementing agency in marketing the developed products.
- j) Designer has to stay atleast for 15 days in every month in the cluster for undertaking the assigned activities.
- k) Weavers' Service Centre (WSC) concerned will be actively involved in supervision of the work of the designer engaged.

6. Project Fees

Designer shall be paid as follows;

- a. Fixed remuneration @ Rs. 30000/- per month.
- b. Lump sum payment to meet the expenditure towards local travel, telephone etc. @ Rs. 500/- p.m.
- c. Re-imbursement of cost of TA/DA for travel to attend the meeting convened by the State Commissioner/Director of Handlooms/Head of Office of Weavers' Service Centre @Rs. 800/- per day for stay in Hotel and travel by Public transport i.e. 3rd AC train/Deluxe Bus, subject to actuals on production of relevant documents.

Table 1: Monthly targets/deliverables for Designer:

S. No.	Minimum targets / deliverables	Quantity
1	Number of new designs to be developed (each design to be in minimum 2 colour ways)	10
2	*Number of products to be developed, including sampling/ prototypes	02
3	Number of designs/products to be marketed/ obtaining production orders	01
4	Training to cluster weavers for developing samples/ prototypes	05

*IA has to fully support in developing samples/ prototypes

Note:

- a) The designer has to ensure marketing, promotion and support for sales of the new product/ samples developed. The designers may also be evaluated quarterly on the basis of the above parameters. The emphasis however must be on the quality of designs, design intervention and increase in sales/orders.
- b) IA has to submit monthly progress report of designer work to the Commissioner/Director of Handlooms and WSC concerned.

7. Designer Selection Criteria

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

7.1 Marking Criterion

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

7.2 Procedure for Submission of Expression of Interest

The following are to be submitted in sealed cover:

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

8. Other Information

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

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

9. Last Date for Submission of EoI

The last date for submission of EoI is 21st day from the date of advertisement (upto 3.00 p.m). The EoI received after due date shall not be accepted. The EoI should be addressed to Shri_____, _____. The envelope should clearly be marked '**Proposal for engaging Designer/Agency for the _____Cluster**'. The applications should reach within 21 days from date of publication of advertisement.

10. Rights of Implementing Agency

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

11. Court Jurisdiction

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

12. Miscellaneous

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

Shri _____, _____. Tel – _____,

13. Attachments to be furnished with EoI

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

Guidelines for conducting Skill up-gradation programmes under NHDP

1. Disciplines

- (i) **Weaving** - for learning new weaving technology/new weaving technique.
- (ii) **Designing** – for development of new designs in different colour ways, pantone colours, basics of colours, Computer Aided Textile Design (CATD) System, graph making etc.
- (iii) **Dyeing and Printing** – for learning use of eco-friendly dyes, appropriate method of dyeing/printing with understanding of appropriate class of dyes to be used, development of new colours/shades and their

matching, method and style of printing etc.

- (iv) **Management**-for learning management practices i.e. accounting, operation of computers, marketing, human relations, record keeping, documentation etc.
- (v) **Information Technology**-familiarization with computer, internet/e-mailing, scanning, e-commerce etc.

2 Eligibility

Semi-skilled or skilled weavers/workers.

3 Duration, batch size and upper limit of cost

S. No	Discipline	Duration	Batch size (number of trainees)	Upper limit of cost per batch (Rs. in lakh)
1	Weaving	45 days	20	1 st batch @ Rs.5.27 lakh, subsequent batches @ Rs.3.56 lakh per batch
2	Designing	30 days	20	1 st batch @ Rs.2.71 lakh, subsequent batches @ Rs.2.49 lakh per batch
3	Dyeing and Printing	15 days	20	1 st batch @ Rs.1.59 lakh, subsequent batches @ Rs.1.35 lakh per batch
4	Management	05 days	20	Rs. 0.54 lakh
5	IT	05 days	20	Rs. 0.54 lakh

Discipline-wise cost break-up of skill upgradation programmes

WEAVING

S.N.	Component	Funding (In Rs.)
1.	Stipend for 20 weavers	2,70,000 @Rs.300/-* per day for 45 days
2.	Honorarium to Trainer	36,000 @Rs.800/- per day for 45 days
3.	Honorarium to Assistant	18,000 @Rs.400/- per day for 45 days
4.	Cost of Equipments and tools (warping drum, five looms with attachments (dobby/jacquard/other accessories))	1,50,000/-
5.	Raw materials and consumables	20,000/-
6.	Hiring of shed, electricity and water charges	10,000/-
7.	Documentation of samples	3,000/-
	Total cost	5,07,000/-
8.	Administrative & Miscellaneous Expenditure	20,400/-
	Total	5,27,400/- Rounded off to 5,27,000/-

Note:

- i) If necessary, WSC may incur expenditure above Rs. 20,000/- per training programme for purchase of raw materials by diverting from the cost of equipments and tools/hiring of shed, electricity and water charges/ administrative cost, keeping the overall cost intact. Upper limit for purchase of raw materials per training is as follows:

- a) For Cotton : upto Rs. 30,000/- per programme
 b) For Cotton+ other fibres : upto Rs. 35,000/- per programme

- c) For pure silk : upto Rs. 50,000/- per programme

- ii) In a handloom pocket, 1st training programme will be funded upto Rs.5.27 lakh. For subsequent training programmes, equipments and tools purchased for 1st batch shall be used. Subsequent training programmes shall be funded @ Rs.3.56 lakh per programme by eliminating cost of equipments & tools with commensurate reduction in administrative & miscellaneous expenditure.

DESIGNING

S. No.	Component	Provision of funds (In Rs.)
1.	Stipend for 20 weavers	1,80,000 @Rs.300/-* per day for 30 days
2.	Honorarium to Trainer	24,000 @Rs.800/- per day for 30 days
3.	Honorarium to Assistant	12,000 @Rs.400/- per day for 30 days
4.	Cost of Equipments and tools	12,000/-
5.	Raw materials and consumables	25,000/-
6.	Hiring of shed, electricity and water charges	6,000/-
7.	Documentation of designs	3,000/-
	Total cost	2,62,000/-
8.	Administrative & Miscellaneous Expenditure	9,800/-
	Total	2,71,800/- Rounded off to 2,71,000/-

Note:

In a handloom pocket, 1st training programme will be funded upto Rs.2.71 lakh. For subsequent training programmes, equipments and tools purchased for 1st batch shall be used. Subsequent training programmes shall be funded @ Rs.2.49 lakh per programme by eliminating cost of equipments & tools with commensurate reduction in administrative & miscellaneous expenditure.

DYEING AND PRINTING

S. No.	Component	Provision of funds (In Rs.)
1.	Stipend for 20 weavers	90,000 @Rs. 300/-* per day for 15 days
2.	Honorarium to Trainer	12,000@Rs. 800/- per day for 15 days
3.	Honorarium to Assistant	6,000 @Rs. 400/- per day for 15 days
4.	Cost of Equipments and tools	18,000/-
5.	Raw materials and consumables	20,000/-
6.	Hiring of shed, electricity and water charges	4,000/-
7.	Documentation of designs	3,000/-
	Total cost	1,53,000/-
8.	Administrative & Miscellaneous Expenditure	6,000/-
	Total	1,59,000/-

Note:

In a handloom pocket, 1st training programme will be funded upto Rs.1.59 lakh. For subsequent training programmes, equipments and tools purchased for 1st batch shall be used. Subsequent training programmes shall be funded @ Rs.1.35 lakh per programme by eliminating cost of equipments & tools with commensurate reduction in administrative & miscellaneous expenditure.

MANAGEMENT/IT

S.No.	Component	Provision of funds (In Rs.)
1.	Stipend for 20 weavers/trainees	30,000 @Rs. 300/- per day for 5 days
2.	Honorarium to trainer	7,500 @Rs. 1500/- per day for 5 days
3.	Hiring premises of training Institution, including computer hardware	10,000/-
4.	Purchase of stationery	2,000/-
5.	Documentation	2,000/-
	Total cost	51,500/-
6.	Administrative & Miscellaneous Expenditure	2,500/-
	Total	54,000/-

4 Procedure:

4.1 A Local Committee, chaired by Head of Office of WSC with officials of State Directorate of Handlooms and representative of Handloom Organizations shall do the following tasks:

4.2 WSC shall invite applications through camps/ advertisement in local widely circulated newspapers and/or electronic media etc.

4.3 Applications received shall be scrutinized discipline-wise to identify eligible weavers/workers.

4.4 Selection of weavers/workers shall be done discipline-wise by the committee. In case, number of trainees are more than target allocated, following shall be the priority in selection of trainees:

- age group of 18 to 35 years,
- only one member from one family (younger to be preferred)

4.5 Skill up-gradation in technical disciplines shall be conducted by the WSC. Skill up-gradation in Management/IT may be conducted through a Central/ State Govt. Institution as decided by the Committee. Further, in case, large numbers of weavers are to be trained in a cluster, training of trainers may be conducted as per skill up-gradation norms after obtaining approval of the O/o DC (HL). After completion of training, such trained weavers may act as trainer to conduct skill up-gradation.

4.6 Trainer can be either of the following:

- Degree holder in relevant field from a recognized institution or IIHT Diploma holder, having atleast 2 years of working experience in the handloom sector,
- person having atleast 5 years experience in relevant technique/technology to be imparted during training programme,
- approved by the Central/State Government as Trainer,
- National/State Awardee,

4.7 Proposal for sanction of skill up-gradation programme shall be submitted by the WSC to the O/o DC (HL).

4.8 Based on the proposal received from the WSCs for skill up-gradation, funds will be released as advance to the WSCs by the O/o DC (HL). Stipend to trainees for weaving may be made in two installments i.e. 1st installment of stipend for 21 days may be paid on the 22nd day of the commencement of the training; and 2nd installment may be paid before the completion of the training programme.

4.9 Assessment of the trainees shall be done by an independent agency other than the training agency, to be approved by the Zonal Director.

Assessment should be planned well in advance so that it is conducted on the next day of completion of skill up-gradation programme.

- i) The performance of the trainees shall be assessed through practical test. Marks allotted for assessment on each parameter are as follows:

i.	Quality of work	40 Marks
ii.	Efficiency	20 Marks
	Total	60 Marks

Trainees scoring 30 or more marks shall be eligible to get training certificate.

- ii) If in any batch of trainees, more than 50% of trainees score less than 30 marks, the trainer shall be debarred from being considered as trainer for a period of atleast next two years and the same shall be intimated to the State Directorate and the Zonal Director.
- iii) Assessment report of each batch shall be sent by the WSC to the O/o DC (HL), State Directorate and Zonal Director of WSC within 15 days of assessment.

4.10 First preference shall be given to the trainees for purchase of samples developed during skill up-gradation. Remaining samples shall be sold by WSC through exhibitions etc. Cost of the sample may be worked out by adding cost of the raw materials, dyes/chemicals and 10 % overheads.

4.11 Equipments & tools purchased for skill up-gradation should be used for subsequent batch of skill up-gradation. After all skill up-gradation programmes are over in the cluster, handlooms may be handed over to trained loom-less weavers with due acknowledgement. In case, no such weavers are available, looms may be handed over to the cooperatives for production. Final decision to hand over looms may be taken by the committee.

PROFORMA FOR SUBMITTING PROPOSALS FOR SEEKING FINANCIAL ASSISTANCE FOR INDIVIDUAL INTERVENTIONS IN HANDLOOM POCKETS OTHER THAN ASSISTED CLUSTERS

S.N	Parameters	Details																																								
1.	Name of State																																									
2.	Name of Handloom pocket																																									
3.	Name of IA (With full address)																																									
4.	Status of Organization (Central /State Govt.)																																									
5.	Name & Designation of Office bearers with Mob. No. and e-mail (mandatory)																																									
6.	PAN/TAN No.																																									
7.	GST No.																																									
8.	Bank Account details (Name of Bank, Branch address, Account No., IFSC code etc.)																																									
9.	Number of weavers in handloom pocket	<table border="1"> <thead> <tr> <th>Category</th><th>Men</th><th>Women</th><th>Trans- gender</th><th>Total</th></tr> </thead> <tbody> <tr> <td>General</td><td></td><td></td><td></td><td></td></tr> <tr> <td>SC</td><td></td><td></td><td></td><td></td></tr> <tr> <td>ST</td><td></td><td></td><td></td><td></td></tr> <tr> <td>Differently abled</td><td></td><td></td><td></td><td></td></tr> <tr> <td>OBC</td><td></td><td></td><td></td><td></td></tr> <tr> <td>Minority</td><td></td><td></td><td></td><td></td></tr> <tr> <td>Total</td><td></td><td></td><td></td><td></td></tr> </tbody> </table>	Category	Men	Women	Trans- gender	Total	General					SC					ST					Differently abled					OBC					Minority					Total				
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ST																																										
Differently abled																																										
OBC																																										
Minority																																										
Total																																										

(Rs. in lakh)

S. No	Name of the component	No. of Weavers to be covered	Amount			funds required
			Gol share	Ben. Share	Total	
1	2	3	4	5	6	7
1.	Engaging Designer					
2.	Product development					
3.	Individual Intervention					
i.	HSS items					
ii.	Lighting Unit					
iii	Construction of Individual Worksheds					
	SC/ST/Women/Transgender/BPL/differently abled (100% by Gol)					
	Others (75% by Gol and 25% by beneficiary)					
iv	Solar Lighting System					
	Total					

1. Local Committee has already identified beneficiaries and obtained consent in writing along with ID Proofs i.e. Aadhar Card number, Bank account number etc. who will contribute their share towards individual interventions. List of beneficiaries duly signed by the Local Committee is enclosed **as per Annexure-A7(I)**
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 disposed of without the prior approval of O/o DC (HL)
4. There is no reason to believe that IA is involved in corrupt practice.
5. 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 Ministry of Textiles or any Department in the Ministry of Textiles.

6. Certified that no complaint(s) has (ve) been received by the State Govt. in respect of disbursement of assistance released by the Gol and State Govt. in the past.
7. Certified that the title of land is in the name of the weaver or his spouse for construction of individual workshop.

(Signature with official stamp)

State Director In-charge of Handlooms concerned /
Officer In-charge, Weavers' Service Centre Concerned

Name of State Name of WSC.....
 Name of Handloom cluster/pocket

1. Consolidated list - details for HSS items (looms/accessories etc.), lighting units and worksheds

(In Rs.)

Name of Item	Total number of item	Total number of benef.						Rate per item	Total cost	Gol share	Benf. share
		Male	Female	Transgender	SC	ST	Others				
HSS											
Lighting Units											
Construction of Worksheds											
Total											

(Signature with official stamp)
 Officer In-charge, WSC/State Director In-charge of Handlooms

2. Item-wise list of beneficiaries for (upgraded looms/accessories etc.), lighting units and individual worksheds duly signed by members of local Committee

A. List of beneficiaries for HSS Items (looms/accessories/jacquard/dobby etc.)

(In Rs.)

S.N.	Name of beneficiary	Father's Name	Gender (male/ female/ transgender)	Category (SC/ST/ Others)	Aadhar No.	Mobile No.	Name of HSS Item	Rate per item	Total cost	Gol Share	Benf. Share
1											
2											
Total											

B List of beneficiaries of Lighting Units

(In Rs.)

S. No.	Name of beneficiary	Father's Name	Gender (male/ female/ transgender)	Category (SC/ST/ Others)	Aadhar No.	Type of lighting unit	Rate per item	Total cost	Gol share	Benf. share
1										
2										
Total										

C. List of beneficiaries for construction of Individual Worksheds

(In Rs.)

S. No.	Name of beneficiary	Father's Name	Gender (Male/ female/ Transgender)	Category (SC/ST/ BPL/ Differently abled /Others)	Aadhar No.	Rate per item	Total cost	Gol share	Benf. share
1									
2									
Total									

(Signature with official stamp)
 State Director In-charge of Handlooms

(Signature with official stamp)
 Officer In-charge, WSC

List of items admissible under the scheme along with cost norms:

S. No.	Item	Total cost (upto Rs.)
1.	a) Pneumatic jacquard system for a set of 2 handlooms	35000/-
	b) Pneumatic jacquard system for a set of 4 handlooms	50,000/-
2.	a) Motorized lifting device for jacquard (Single lever)	18,000/-
	b) Motorized lifting device for jacquard (Two levers)	21,000/-
	c) Motorized lifting device for jacquard (Three levers)	23,000/-
3.	Take-up & let off motions on the existing handloom (including fitting charges)	7,000/-
4.	Multiple box motion device	4,500/-
5.	Multiple buti (spot motif) weaving sley (09 buti, 50" working space, 60" reed space)	9,500/-
6.	a) Twin cloth weaving upto 66" (including fitting charges)	7,000/-
	b) Twin cloth weaving mechanism upto 72"(including fitting charges)	9,000/-
7.	Jacquard	
	a) Complete set of jacquard (upto 120 hooks)	15,000/-
	b) Complete set of jacquard (above 120 hooks to 240 hooks)	22,000/-
	c) Complete set of jacquard (above 240 hooks)	35,000/-
8.	Dobby with complete set (upto 32 lever)	7,000/-
9.	Loom Accessories: Set of heald, reed, bobbin, shuttle, charkha etc.	6,000/-
10.	a) Frame Loom - upto 56" Reed Space (RS)	30,000/-
	b) Frame Loom – 60" RS	32,000/-
	c) Frame Loom – 66" RS	36,000/-
	d) Frame Loom –72" RS	45,000/-
	e) Frame Loom – 96" RS/102" RS	57,000/-
11.	a) Pit Loom – 56" RS (alongwith reed, heald)	30,000/-
	b) Pit Loom – 60" RS (alongwith reed, heald)	32,000/-
12.	a) Frame Loom (Iron) up to – 56" RS (alongwith reed, heald)	26,000/-
	b) Frame Loom (Iron) – 60" RS (alongwith reed, heald)	32,000/-
	c) Frame Loom (Iron) – 66" RS (alongwith reed, heald)	35,000/-
	d) Frame Loom (Iron) –72" RS (alongwith reed, heald)	38,000/-
	e) Frame Loom (Iron) – 96" RS/102" RS (alongwith reed, heald)	45,000/-
13.	a) Loin loom (conventional) (alongwith reed, heald)	5,000/-
	b) Modified loin loom (Arunachal Pradesh type)	10,000/-
14.	a) Pashmina loom up to 60" (with accessories) for Jammu & Kashmir	23,000/-
	b) Pashmina loom above 60" (with accessories) for Jammu & Kashmir	26,000/-
15.	a) Asu Machine (manually operated)	10,000/-
	b) Asu Machine (motorized)	30,000/-

S. No.	Item	Total cost (upto Rs.)
16.	Warp beam & cloth beam	
	a) Warp Beam (5"dia) for 56" loom	5,000/-
	b) Cloth Beam (4"dia) for 56" loom	3,500/-
	c) Warp Beam (5"dia) for 60"- 66" loom	5,300/-
	d) Cloth Beam (4"dia) for 60"- 66" loom	4,000/-
	e) Warp Beam (5"dia) for 72" loom	6,000/-
	f) Cloth Beam (4"dia) for 72" loom	4,500/-
	g) Warp Beam (6"dia) for 96"/102" loom	11,500/-
	h) Cloth Beam (5"dia) for 96"/102" loom	8,300/-
17.	a) Warping machine – 72"	30,000/-
	b) Warping machine (cast iron wheel) – 72"	37,000/-
18.	Motorized warping machine - 72"	60,000/-
19.	a) Motorized Pirn winding machine	4,000/-
	b) Motorized Pirn- cum-bobbin/dubba winding machine	5,000/-
20.	Street Sizing kit (brush, sticks, spray gun etc.)	10,000/-
21.	Electronic Jacquard with motorized lifting device (maximum 5 units/cluster)	3,00,000/-
22.	a) Chittaranjan Loom-56"RS	33,000/-
	b) Chittaranjan Loom-60" RS	34,500/-
23.	a) Korvai weaving Sley attachment (Aluminium)	10,000/-
	b) Korvai weaving Sley attachment (Stainless Steel)	14,000/-
24.	a) Silk Reeling and Twisting Machine-2 spindles (Electric powered)	26,500/-
	b) Silk Reeling and Twisting Machine-2 spindles (Solar and Electric powered)	33,500/-
	c) Silk Reeling and Twisting Machine-4 spindles (Electric powered)	32,000/-
	d) Silk Reeling and Twisting Machine-4 spindles (Solar and Electric powered)	55,000/-
25.	a) Solar power operated winding machine (including solar power system)	5,000/-
	b) Solar power system for operating Jacquard lifting mechanism for manual jacquard	84,000/-
	c) Solar power system for operating electronic jacquard	84,000/-
	d) Solar power system for operating Warping machine	91,000/-
26.	Jacquard Card computerized Punching Machine (including computer and other hardware, software and accessories) Maximum one unit for handloom pocket of 50 jacquard handlooms	3,50,000/-

As far as possible, proposal for jacquard should be submitted together with motorized lifting device as single unit.

List of items is updated along-with the cost norms on the recommendations of the Expert Committee.

Note: In case, cost of any item is more than prescribed cost, it shall be borne by the weaver.

Proforma for applying National Handloom Expo - “Gandhi Bunkar Mela”, State Handloom Expo - “Hathkargha” & District Handloom Expo - “Tana-Bana”, Crafts melas and other Misc. events

S.No.	Items/information	Details	
1	Type of event	NHE/SHE/DHE/Crafts Mela/Misc.	
2	Title of event (if any)		
3	City		
4	Name of District		
5	Name of State/UT		
6	Period of event	From:	To:
7	Importance of the event	Not more than 3-4 sentences.	
8	Expected Marketing Potential of event	1. Footfalls	
		2. Sales generation	
		3. No. of participants	
9	Details of IA / Mela Authority/ Organizing the event	1. Name of IA	
		2. Registration no. & Date	
		3. Address in full	
		4. Contact no. & e-mail	
		5. Name of MD/ED/HoO	
10	Proposed no. of stalls along with area		
11	Publicity mode (newspaper, brochures, Banners, standees, Pamphlets, hoardings, audio-video, FM, social media etc.)		
12	Component wise estimated Expenditure (as per guidelines)		
13	Are only Handloom products will be sold in the event		
14	Details of marketing events organized by IA during previous years (if any)	1. Name of event(s)	
		2. No of event(s)	
		3. Sales generated	
		4. Average footfalls	
		5. Feedback	
15	Any other information		
16	Documents attached (Orgn. registration, State/WSC Recommendation letter, Bank Mandate form etc., if applicable)		

Signature of the State Govt. Authority/Chairman/MD/
CEO/HoO - Implementing Agency.
(Name and designation of the officer with official stamp & seal)

FINAL REPORT

Proforma for: NHE/SHE/DHE/Crafts Mela/Misc. Events

S.No.	Items/information	Details
1	Name of Implementing Agency	
1	Type of event	National Handloom Expo - "Gandhi Bunkar Mela", State Handloom Expo - "Hathkargha" & District Handloom Expo - "Tana-Bana" / Crafts Mela/Misc.
2	Title of event (if any)	
3	Venue/City	
4	Name of District	
5	Name of State/UT	
6	Period of Event	
7	Total area including vacant space	
8	No. of stalls & stall size	
9	Details of exclusive stalls put up for dissemination of schemes of O/o DCHL including promotion of IHB & HLM etc.	
10	No. of participants	
11	No. of Participants having HLM/IHB Registration	
12	No. of Participants having HLM/IHB Registration	
13	Sales generated (Rs.)	
14	Inflow & outflow of funds	
15	Publicity mode (newspaper, brochures, banners, standees, hoardings, audio-video, FM, social media etc.)	
16	Number of weavers/beneficiaries covered	
17	Footfalls/no. of visitors	
18	Performance-cum-achievement of expo	
	Suggestions for future expos	

Signature of the State Govt. Authority/Chairman/MD/
CEO/HoO - Implementing Agency.
(Name and designation of the officer with official stamp & seal)

Proforma for INSPECTION REPORT: NHE/SHE/DHE/Misc. Events

S.No.	Items/information	Details
1	Type of event	National Handloom Expo - "Gandhi Bunkar Mela", State Handloom Expo - "Hathkargha" & District Handloom Expo - "Tana-Bana"/Crafts Mela/Misc.
2	Title of event (if any)	
3	Venue/City	
4	Name of District	
5	Name of State/UT	
6	Period of Event	
7	Name of Implementing Agency	
8	Total area including vacant space	
9	No. of stalls along with stall size	
10	No. of participants (State wise)	
11	No. of Participants having HLM/IHB Registration	
12	No. of Participants not having HLM/IHB Registration	
13	Sales generated (Rs.)	
14	Publicity mode (newspaper, brochures, standees, banners, hoardings, audio-video, FM, social media etc.)	
15	Number of weavers/beneficiaries covered	
16	Footfalls/no. of visitors	
17	Findings, if any	
18	Suggestions for future expos	

Signature of Inspecting Agency.
(Name and designation of the officer with official stamp & seal)

Proforma for applying for participation in Crafts Mela**BIO DATA OF PARTICIPANT FOR THE CRAFT MELAS**

1. Name of the Crafts/product : _____
2. IHB/ HLM Registration No. : _____
3. Name of participant (in capital letters) : _____
4. Full postal address (in capital letters) : _____
5. Father's/Husband's Name : _____
6. Age/Date of birth : _____
7. Whether SC/ST/OBC/ : _____
8. Physically Handicapped : _____
9. Whether SantKabir/ National/ National Merit Certificate /State Awardees
Holder : _____
10. No. of persons in family
engaged in weaving, If any : _____
11. Details of handloom products produced by the applicant

Name of the products	Annual prodn. (qty)
_____	_____
12. Total amount of goods that can be brought for sale for Craft Mela _____
13. Name of the craft/product to be sold in the craft mela _____
14. Whether participated in any craft Mela sponsored by O/o DC(HL) or in Dilli Haat. If so, the details of the participation such as name of the mela, place and period/slot

15. Whether participated in any Craft Mela as member of any Weavers Coop. Society/organisation? If so, Name of the Society/organisation, places and the details of participation such as name of the mela, place and period/slot

16. Total experience
 (a) In Handlooms _____

Note: Please enclose self-attested copy of following:

- (i) HLM/IHB Registration certificate
- (ii) Award certificate, if any
- (iii) Identity and Address proof

Name & Signature of the participant _____
 (with organisational seal in case of organisation)

Signature of the recommending authority
 Name & Designation with Office Seal

Proforma for Undertaking for participation in Crafts Mela

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. The details furnished by me in
 the application are true and complete to the best of my knowledge and belief. 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& Signature of the handloom weavers/agency
 with complete address)

Certification by the sponsoring authority

This is to certify that Shri/Smt./Ms. _____, r/o _____
 _____ is a genuine handloom agency/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 name, address, disciplines noted in the bio data by the handloom agency/Weaver is bonafide; and
- (ii) that the nomination is of genuine weaver and not trader/middleman.

Signature of the recommending authority
 Name & Designation with Office Seal

Proforma for submission of proposal for physical participation in international Fairs/Exhibitions/BSM/RBSM

S.No.	Items/information	Details
1.	Name of the EPC/IA	
2.	Name of the event	
3.	Whether own event or event being organized by any other agency (in case of the latter, also indicate name of the agency)	
4.	Period of event	
5.	Commodity/ Sector	
6.	Market targeted	
7.	Number of Indian participants alongwith name & address and products (if required attached separate sheet)	1. Handloom Member Exporters
		2. Non-Member Manufacturing Handloom Agencies. (Registration details)
		3. Individual Weavers
8.	Number of foreign buyers (in case of BSM/RBSM)	
9.	Indicative list of components and total estimate of cost: -	
	1. Space rent	Rs.
	2. Publicity	Rs.
	3. Travel grant to the participants	Rs.
	4. Others	Rs.
10.	Total	Rs.

Signature of ED/MD/HoO, Implementing Agency.
(Name and designation of the officer with official stamp & seal)

Proforma for submission of proposal for Virtual Fair/Exhibitions/BSM/RBSM

S.No.	Items/information	Details	
1.	Name of the EPC/IA		
2.	Name of the event		
3.	Whether own event or event being organized by any other agency (in case of the latter, also indicate name of the agency)		
4.	Period of event		
5.	Commodity/ Sector		
6.	Markets targeted		
7.	Number of Indian participants alongwith name & address and products (if required attached separate sheet)	1. Handloom Member Exporters	
		2. Non-Member Manufacturing Handloom Agencies. (Registration details)	
		3. Individual Weavers	
8.	Number of foreign buyers		
9.	Indicative list of components and Estimate of Cost: -		
	Sl. No.	Component	Virtual mode (Rs. in lakh)
	1.	Development of Virtual platform, Hiring of Virtual Space, Licence Fee Participation fee etc. (in virtual mode – no. of participants to be mentioned).	
	2.	Publicity expenses through print/electronic media, e-Catalogue/ e-brochure/ web-banners & other Material etc.	
	3.	Travel grant	
	4.	Misc. expenses such as Inaugural & Webinar session (Live stream / Pre-recorded) Translation & Interpretation, Exhibitors on boarding/ Training and Project Management/administrative expenses etc.	
	5.	Total	

Signature of ED/MD/HoO, Implementing Agency.
(Name and designation of the officer with official stamp & seal)

MARKETING INCENTIVE

Proforma to be submitted by handloom corporations/apex co-operative societies, primary handloom weaver co-operative societies, producer companies, SHGs, JLGs, federations, other eligible handloom entities and national level organisations for claiming MI

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
1	General			
2	SC			
3	ST			
4	OBC			
5	Minority			
6	Others			
	Total			

5. Sales turnover for the preceding three years:

(Calculated based on the GST bills (Yarn purchase & sales bills/Invoices) complying all the GST laws and it's also excluding sales to Apex Societies, Federations, Corporations, Government Departments agencies, Sales to handloom agencies/sales under barter system and sales computed for the purpose of claiming assistance under similar kind of incentive/rebate under any other scheme of the Central Govt.)

Year	Fabrics	Made-ups	Garments	Others	Total
Total					

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

Certified that our organization is a registered users of HLM/IHB and used HLM/IHB labels in the products. It is also certified that the figures for MI have been calculated in accordance with the clause given at point – 5 above.

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

Signature of the CA with Regn. No.____/
Statutory auditor
with Seal

MARKETING INCENTIVE

Certificate to be furnished by the Nodal Agency and State Govt. along with each individual claim

It is certified that

1. **The Handloom Agencies claiming MI are in existence and functioning.**
2. **The points at sl. no. 1 to 9 under Annexure- B (8) taken into account by the Nodal Agency for calculating the eligibility for MI, are correct and have been duly verified.**
3. The MI to the eligible handloom agencies has been calculated based on the GST bills (Yarn purchase & sales bills) complying all the GST laws.
4. The claims towards MI have been preferred only for those handloom agencies which have made the final transaction of product sale to the consumer and followings have been insured while computing the annual sales turnover for working out the eligible amount:
 - i) The sales by one handloom agency to the other handloom agency or vice-versa has not been included.
 - ii) The sales of handloom products by the PHWCS/ any other Handloom Agency to Apex Societies, Federations, Corporations have been excluded.
 - iii) The sales by any of the handloom agencies to the Government departments/agencies have been excluded.
 - iv) The sales made under barter system by handloom agencies have been excluded.

(Signature)
Nodal Agency nominated by
State Government of _____
(with seal)

5. The sales computed for the purpose of claiming MI have not been calculated for other assistance under similar kind of incentive/rebate under any other scheme of the Central Govt.
6. The proposal has been cleared in the State Level Project Committee (SLPC) in its meeting held on _____, Minutes of which are enclosed.
7. State Share has already been released vide State Govt.'s sanction order No. _____ dated _____.
8. All the eligibility conditions for availing MI have been met by the agency as per the norms of the scheme guidelines on MI under NHDP and no excess amount is claimed by the agency.
9. The claiming agency has not been preferred MI claims for more than 3 years including this proposal during the scheme period of 5 years.
10. 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 DC (HL) or Ministry of Textiles.
11. There is no reason to believe that the agency is involved in any corrupt practices.
12. Certified that all the above particulars are correct and verified from books of accounts of the grantee agency.
13. Certified that the agency is a registered users of HLM/ IHB and used HLM/IHB labels in their products.

(Signature)
Director In-charge of Handlooms,
Government of _____
(with seal)

MARKETING INCENTIVE

Consolidated Statement alongwith certificates to be furnished by the Nodal agency and Director of Handlooms & Textiles, State Govt. while forwarding the claims of Handloom Agencies under the MI.

S. 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								
Total								

Category- wise total number of weavers covered by the handloom agencies:

Total no. of the weavers covered by the handloom agencies													
General		SC		ST		OBC		MINORITY		OTHERS		Total	
Men	Women	Men	Women	Men	Women	Men	Women	Men	Women	Men	Women	Men	Women

CERTIFICATE FURNISHED BY THE DIRECTOR OF HANDLOOMS & TEXTILES, STATE GOVT.

It is certified that

1. All the above grantee handloom organizations/ societies (agencies) are in existence & functioning and the records & registers of _____ (number) handloom agencies have been checked and verified by the field Officers of the Government of _____ for the year _____ and found to be available and in order.
2. The consolidated statement of claim has been prepared on the basis of individual claims preferred by the agency/agencies without any duplication and none of the assistance claimed have been preferred earlier.
3. As per the approval of SLPC, the State Govt. has released its matching share to the concerned grantee organizations vide State Govt.'s sanction order No. _____ dated _____, which has been shared equally between the organizations and member weavers through DBT. A copy of the sanction order and documentary proof (bank statement) of amount transferred is enclosed.
4. The previous amount received towards central share

of MI has also been released/shared equally to/ between the organization/member weavers through DBT

5. The details of beneficiaries (State share) have been uploaded on the website of Nodal Agency and State Govt., including previous amount received towards Central share of MI (Gol Share).
6. No complaint(s) have been received or pending about distribution of MI released earlier by the Govt. of India and State Govt.
7. 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 for the same period in future.
8. The audit of the MI claims preferred by the handloom agencies have been conducted by the Govt. Auditors including the previous account of MI already released and benefit extended to the beneficiaries, (audit report along with audit settlement memo enclosed).
9. The above statement has been forwarded through e-mail/in a CD.

(Signature)
Nodal Agency nominated by
State Government of _____
(with seal)

(Signature)
Director In-charge of Handlooms,
Government of _____
(with seal)

Details to be submitted by Nodal Agency to Bank/LIC

1.	Name of Weaver/Worker	
2.	Father's/Husband's Name	
3.	Gender	
4.	Date of Birth (enclose copy of supporting document)	
5.	Aadhar number (enclose copy)	
6.	Address (Name of Village, District, State, Pin) (enclose copy of supporting document)	
7.	Bank details of Weaver/Worker (enclose mandate form signed by the bank/cancelled Cheque)	
	Name of Bank & Branch	
	A/c No.	
	IFSC Code	
	Mobile No.	
8.	Amount of premium paid by beneficiary (In Rupees)	Rs.

Signature of Authorized signatory of Nodal Agency

Date:.....

Form for Awardee weaver/worker to claim need based financial assistance		Photo of Awardee (duly attested by concerned WSC)
Details of Awardee handloom weaver/worker		
1	Name	
2	Weaver/worker Pehchan Card Number (enclose copy of identity proof)	
3	Date of Birth (enclose copy of supporting document)	
4	Aadhar Card Number (enclose copy)	<input type="text"/>
5	Mobile Number	<input type="text"/>
6	Address (enclose copy of address proof)	
7	Gender (Male/Female/Transgender)	
8	Category (Gen./SC/ST/OBC/Other)	
9	Is financial assistance for the same purpose claimed from other sources? If yes, the details thereof and if not, enclose an undertaking in this regard	
10	Name and Year of Award (enclose copy of award certificate)	
11	Annual Income in Rupees (Enclose income certificate from Competent Authority of State Govt. concerned)	
12	Date of submission of application to WSC	
13	Period for which financial assistance is claimed	
14	Total amount claimed	
15	Name of Bank	
16	Account Number	
17	Branch Address	
18	IFSC Code	
19	Enclose Mandate form signed by Bank / cancelled Cheque/Copy of front page of Pass book	
For WSC use only		
1	Recommended period of claim	
2	Award confirmation in case of State Award	
3	Brief justification of WSC for recommendation	

Signature of Awardee Handloom weaver/worker

Scholarship Form for children of handloom weaver/worker		Photo of handloom weaver/worker (duly attested by concerned WSC)	Photo of weavers/workers' child (duly attested by concerned WSC)
Details of handloom weaver/worker			
1	Name		
2	Weaver/worker Pehchan Card Number (enclose copy)		
3	Aadhar Card Number (enclose copy)		
4	Mobile Number		
5	Address(enclose copy of address proof)		
6	Gender (Male/Female/Transgender)		
7	Category (Gen./SC/ST/OBC/Other)		
Details of handloom weavers/workers' child			
8	Name of son/daughter for whom scholarship claimed		
9	Name of Father		
10	Name of Mother		
11	Date of Birth (as per matriculation certificate)		
12	Gender (Male/Female/ Transgender)		
13	Category (Gen./SC/ST/OBC/Other)		
14	Aadhar Card Number(enclose copy)		
15	Mobile Number		
16	Name and address of Textile Design/Textiles including Handlooms Institute (where admitted)		
17	Type of Institution whether Central/ State Govt. recognized/ funded Institution. Please specify and enclose supporting documents		
18	Name of Course		
19	Type of Course whether Diploma/Under Graduate/Post Graduate		
20	Duration of course		
21	Enclose copy of admission proof from institution concerned in case of fresh student		
22	Enclose copy of marksheet for passing out of annual examination and admission proof of next academic session from the institution concerned in case of pursuing student (as the case may be)		
23	Total annual fee/ charges of course in Rs. (enclose copy)		
24	Total amount claimed including annual fee/charges and stipend (in Rs.)		
25	Academic year for which financial assistance is claimed (1st year/2nd year/3rd year/4th year)		
26	Whether scholarship received from any other source? If yes, the details thereof and if not, enclose an undertaking in this regard	Yes/No	
27	Whether stipend for the same purpose claimed from other sources? If yes, the details thereof and if not, enclose an undertaking in this regard	Yes/No	
28	Bank details enclosed	Handloom weaver/worker or his/her child	
29	Name of Bank		

30	Account number	
31	Branch Address	
32	IFSC Code	
33	Enclose Mandate form signed by Bank / cancelled Cheque	
For WSC use only		
1	Brief justification of WSC for onward submission to concerned Zonal Office.	
2	Brief certification/recommendation of concerned Zonal Office on application for requirement of funds from DCHL (Hqr.)	
3	Total recommended amount (in Rs.) and eligible period by Zonal Office	

Signature of Handloom weaver/worker

GUIDELINES OF RAW MATERIAL SUPPLY SCHEME (RMSS)

(2021-22 to 2025-26)

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



RAW MATERIAL SUPPLY SCHEME (RMSS)

1. INTRODUCTION:

The Yarn Supply Scheme (YSS) with partial modification and renamed as Raw Material Supply Scheme (RMSS) has been approved for implementation during period from 2021-22 to 2025-26 with following objective and components.

2. OBJECTIVES OF THE SCHEME

- i. To make available quality yarn & their blends to the eligible Handloom weavers at subsidized rates.
- ii. To set the benchmark price and quality of yarn in the open market so that price remains within reasonable limits; consistent supply and quality parameters are maintained in the market.
- iii. To overcome the poor dyeing facilities in the sector, supply of dyed yarn by Implementing Agency(IA), helping weaver in product diversification, and hence marketability of produce.
- iv. To facilitate handloom weavers' engagement in the sector, help competing with Mill Sector, as handloom productivity is less compared to powerloom.

3. BACKGROUND

The Handloom Sector is one of the largest unorganized economic activities and it constitutes an integral part of the rural and semi-rural livelihood engaging over 35 lakh persons. The sector engages over 25 lakh female weavers and allied workers which makes it an important source of economic empowerment of women.

It provides employment opportunities to women and is a source of their empowerment. Handloom weaving constitutes one of the richest and most vibrant aspects of the Indian cultural heritage. The sector has advantage of being less capital intensive, minimal use of power, eco-friendly and flexibility of small production, openness to innovations and adaptability to market requirements.

Handloom weaving is largely decentralized and the weavers are mainly from the vulnerable and weaker sections of the society. The level of artistry and intricacy achieved in the handloom fabrics is unparalleled and certain weaves/designs are still beyond the scope of modern machines. Handloom sector can meet every need ranging from the exquisite fabrics, which takes months to weave, to popular items of mass production for daily use.

The main raw material used by Handloom sector is yarn, which is produced by spinning mills. The yarn trade was controlled by the traders and most of the handloom weavers were dependent on the traders for their yarn requirement. This had resulted in escalation in yarn prices and shortage of availability.

The yarn manufactured in a particular place is based on the fibre available in and around that place, while the yarn consumed by the weavers in a particular area is based on the consumption pattern prevailing in that area. Therefore, in most of the cases, weavers have to depend on yarn produced in other areas. The transportation of yarn from one place to another increases the cost of yarn considerably putting the weavers at a disadvantageous position.

Keeping the above in view, Government of India introduced the scheme in 1992 for Supply of yarn at the price in which it is available at the Mill Gate. Under the scheme, transportation expenses involved in supply of yarn are reimbursed by the Government of India. Further, price subsidy on silk and cotton hank yarn was introduced in January 2012.

4. COMPONENTS OF RMSS:

4.1 Transport Subsidy Component: Freight reimbursement for transportation of yarn (All types)

4.2 Price Subsidy Component: 15% Price Subsidy on Yarn (through DBT to linked bank account) with quantitative restrictions.

15% price subsidy will be available on cotton hank yarn, domestic silk, woollen and linen yarn and blended yarn of natural fibres with quantity restrictions.

5. ELIGIBLE BENEFICIARIES:

The benefits would be available to the following:

- I. Individual weavers.
- II. Agencies in which weavers are members i.e. Self Help Groups (SHGs), Joint Liability Groups (JLGs) and Cooperative Societies.
- III. Handloom Producer Company.
- IV. Weavers Entrepreneurs: Entrepreneur, who is involved in actual weaving activity along with

marketing and other activities & owns Handlooms in his/her premises, will be eligible weaver entrepreneur. Number of Handlooms owned and functional in the premises of weaver entrepreneur will be counted for the raw material subsidy component purpose.

6. IMPLEMENTING AGENCIES:

- I. National Handloom Development Corporation (NHDC).
- II. State Governments through Commissioner/Director of Handlooms & Textiles.
- III. State Handloom Corporations and Apex Societies under direct control supervision of the State Governments.

States can also undertake to supply yarn through the Department / Co-operatives / Corporations dealing with handlooms to eligible beneficiaries. In such cases, they will follow the procedure prescribed through these guidelines.

The proposal of the State Government agencies (normally, one state agency, with sound financial health, robust IT infrastructure & ERP compatible with E-dhaga App and DBT mechanism processes, proven track record in handloom field) to become IA, duly recommended by the State Government, will require approval of Ministry of Textiles.

7. FEATURES OF THE SCHEME:

7.1 Focus areas for developing Ecosystem are:

- i. Areas having individual Weavers who are outside the fold of any formal organization.
- ii. Handloom clusters having export potential/ market potential.
- iii. Handloom Pockets requiring revival of languishing crafts.
- iv. Areas untouched by commercialization such as North East.

The focus on Individual weavers' benefit will be ensured through following measures:

- i. For smaller quantities, instant delivery without requirement of indent.
- ii. Across the counter ready yarn Availability at warehouses & yarn Depots.
- iii. Regular awareness camps by NHDC/IAs and WSC to enrol more number of individual weavers.
- iv. Price subsidy through DBT mode to Aadhar linked bank account.

7.2 Demographic details along with the AADHAR number,

Aadhar linked bank account, mobile number of each Handloom weaver/ member weavers of Handloom Producer Company, Weavers Entrepreneurs, Cooperative Societies, SHGs and JLGs should be available with the NHDC/IA.

The registration of the beneficiaries (live data base) both sector wise and region wise should be maintained.

Updation of the database of beneficiaries under the scheme i.e. existing working handlooms, mobile number, Bank Account etc. shall be carried out by NHDC/IA once in a three years.

In case of change in any details of the member weavers (i.e. place change, Occupation change, addition of members/demise etc.), the eligible agency/ depot holder agency should inform NHDC/IA with a request to make changes (addition/deletion) in ERP accordingly.

7.3 Ab initio Beneficiaries Verification by Committee: Verification of the number of handlooms of each and every eligible agency will be carried out ab initio by a committee comprising officials of the State Directorate of Handlooms, WSC and NHDC.

7.4 Ab Initio Verification of yarn manufacturers through which IA can procure yarn, will be carried out by a committee comprising officials of the O/o Textile Commissioner, WSC and NHDC.

7.5 NHDC will be nodal agency for the scheme.

7.6 No Capital cost for infrastructure is to be provided under the scheme.

7.7 The I.A. will ensure that the yarn supplied to the Department/ Co-operative/ Corporation/Handloom Producer Company/Weavers Entrepreneurs/SHG/ JLG ultimately reaches the member weavers.

7.8 An online platform/dashboard is to be created by IA for information and monitoring of the procurement process, stock position and control, keeping records of payments like amount received in advance and amount due, checking of payments, also the distribution of subsidy should be captured.

The I.A's ERP system should have the facility to check the details viz. indents placed, PO issued, mill, transporter and vehicle details, real time movement of material, subsidy payment to weavers, type and count wise yarn supplied etc. on real time basis by all stake holders.

7.9 State wise annual targets for supply of yarn based on the number of looms in the State on the basis of Census,

shall be submitted by IA to DC(HL), henceforth referred as DC(HL) for approval. I.A. shall make all efforts and devise a proper action plan to ensure the compliance.
The targets for supply of yarn to individual weavers within State wise targets will be assigned WSC / handloom cluster wise.

7.10 Further, under the scheme, inclusions/exclusions of natural fibres, types of beneficiaries, yarn quota revision, NHDC& other I.A's service charge revision, depot operating expenses, scheme operational mechanism etc. may be made within the EFC overall outlay with the approval of Minister of Textiles.

7.11 To facilitate regular and timely supply of yarn, yarn depots will be opened in handloom concentrated areas. To begin with, each sanctioned handloom cluster shall have at least a yarn depot. Gradually, yarn depots will be opened in all handloom pockets. Cooperative Societies, Handloom Producer Company, State Government's Department/Co-operatives/Corporations dealing with handlooms. Depot operating expenses to eligible agencies @ 2% (limited to Rs. 15,000/- per month) of the value of the yarn supplied.

7.12 In order to reduce the delivery period and supply the yarn in smaller quantities, the NHDC/IA will open more warehouses at different locations to store a reasonable quantity of the yarn to meet future requirements. NHDC must open at least one warehouse in every State having weavers' presence. The warehouse should be located in or near the most populous cluster or pocket. NHDC/IA will be given depot operation charges @ 1.0 % (one percent) of the value of yarn supplied directly to the individual weavers from the warehouse. (Limited to Rs. 15000/per month).

7.13 Availability of yarn of various types and varieties at each yarn depot should be displayed at yarn depot and also through a dashboard on ERP and e-Dhaga app.

7.14 Service Charges to be given to I.A. for implementation of the Scheme will be as below –
(% of value of yarn supplied)

Area	Service Charges applicable
In General States	2 %
In NER and Hilly Areas *	2.50 %

* NER States (8Nos) & Hilly areas (UT of J&K, UT of Ladakh, Himachal Pradesh and Uttarakhand)

8. DETAILS OF COMPONENTS OF RMSS:

8.1. Transport Subsidy Component:

8.1.1 The purpose of this component is to make available all types of yarn at mill gate price to the beneficiaries for production of handloom items, so as to facilitate regular supply of basic raw materials to the Handloom sector and help utilize the full employment potential of the sector.

The mill gate price means the price at which the yarn is procured from the registered license holders of silk exchange in case of Indian silk yarn, ex-ware house price for DGFT registered importer and landed price (inclusive of CIF and any other applicable charges) at Indian ports for import by NHDC in case of imported silk yarn, state bodies engaged in manufacturing/ supplying silk yarn, reelers/ twistors registered with concerned State Sericulture Department, manufacturers of domestic silk/ coir/ jute yarn and pashmina fibre, processors/ dye houses in the case of dyed/ processed yarn and the spinning mills covered under the Hank Yarn Packing Obligation in case of cotton hank yarn and other types of yarn.

8.1.2 As the Government of India is bearing the transportation cost, the transportation rates will be fixed by the I.A. in a transparent and competitive manner following the codal provisions.

8.1.3 Gradually, only online tracking enabled transporters/ bank approved transporters should be deployed for transportation of yarn. This should be integrated with e-Dhaga app so as to enable the beneficiaries to determine precise location of vehicle which is carrying yarn against the indents placed by them. Online tracking system should have the facility of recording position of the vehicle at regular intervals. The goods receipt note (GRN) System should be robust so as to verify that actual user has received the subsidised goods.

8.1.4 The following charges will be provided towards freight reimbursement:

Type of Yarn	Maximum freight reimbursement to eligible agencies	
	In General States	In North Eastern Region & Hilly Areas *
Silk Yarn	1.0 %	2.25 %
Jute/Coir Yarn	10 %	10.0 %
Other than Silk and Jute/Coir yarn	2.5 %	7.5%

* NER States (8Nos) & Hilly areas (UT of J&K, UT of Ladakh, Himachal Pradesh and Uttarakhand)

8.1.5 The I.A. should draw up a procurement and transportation plan much in advance, in order to ensure that the supplies are made without interruption from the nearest mills situated in the same or nearby areas.

8.1.6 To facilitate easy accounting of the transportation cost, the I.A. shall forward the goods on freight "to pay" basis and the amount paid by the depot operating agencies shall be reimbursed to them in full by the I.A., on submission of claim bills supported with LR/GR etc. The actual cost of transportation or the freight admissible under Paragraph 8.1.4, whichever is less, will be reimbursed to I.A. by the Government of India on Bi-monthly basis. The payment for transportation charges to the user agencies by the I.A. shall be made through the RTGS/ NEFT within 10 days.

8.2 15% PRICE SUBSIDY ON RAW MATERIAL:

8.2.1 The objective of this component of the scheme is to make available raw material i.e. yarn at subsidized price to the eligible beneficiaries so as to facilitate handloom sector to compete with mill sector.

8.2.2 Cotton hank yarn, Domestic Silk, Woollen, Linen yarn and their blends required for production of handloom items are covered under the 15% price subsidy.

8.2.3 For the purposes of price subsidy, the maximum quantity of yarn to be supplied to a weaver will be as below:

Cotton (upto 20s counts)	60 Kgs./loom/month
Cotton (above 20s to 40s counts)	30 Kgs./loom/month
Cotton (above 40s to 80s)	20 Kgs./loom/month
Cotton (above 80s counts)	15 Kgs./loom/month
Domestic Silk Yarn	6 Kgs./loom/month
Woolen Yarn (below 10s NM)	50Kgs./loom/month
Woolen Yarn(10s to 39.99s NM)	12Kgs./loom/month
Woolen Yarn(40s NM & above)	6Kgs./loom/month
Linen Yarn (5 Lea to 10 Lea)	20 Kgs/loom/month
Linen Yarn above 10 Lea	7kgs/loom/month
Blended Yarn of Natural fibers	6 Kgs./loom/month

8.2.4 In case weaver requires more quantity than given at per para 8.2.3, he/she will not be denied the additional requirement. However, 15% subsidy will not be given for the additional quantity meaning thereby weaver will get additional yarn at mill gate price.

8.2.5 The subsidized yarn will be supplied to the individual weaver or the body in which he/she is member (Society / Producer Company/ State handloom Corporations/ Cooperatives dealing with Handlooms) but never to both. Unique loom number should be mentioned in the yarn pass book and ERP system. The IA's ERP should have an in-

built system to capture unique loom number in more than one yarn pass book and reject both until the correction is made.

Further, NHDC/IA ERP system should capture the identity of the weaver through their Aadhar / weaver id / unique loom number and ensure the weaver is enrolled only in any one of the beneficiaries to get subsidized yarn.

8.2.6 Individual weaver shall get the type of yarn based on his/her requirement subject to overall quota per loom per month. He/She can indent one or more than one type of yarn. In case he/she opts for more types of yarn, his/her entitlement will be determined on the basis of usage percentage indicated by him/her for each type and maximum quantity indicated in para 8.2.3. [Illustration: A weaver who desires 40% cotton hank yarn(upto 20s counts) and 60% silk yarn in a particular month, shall get 24 kgs. cotton hank yarn(upto 20s count) (i.e. 60kgs.*0.4) and 3.6kgs. silk yarn(i.e. 6kgs.*0.6) in that month.]

8.2.7 The agencies other than individual weavers can get the quota allocation for different type/ varieties of yarn for different looms for getting the supply under 15% price subsidy component at the time of issue of yarn pass book.

8.2.8 In case of doubled yarn, the resultant count will be considered for deciding the eligible quantity.

8.2.9 In order to provide 15% price subsidy on yarn to the eligible beneficiaries, NHDC Ltd will be provided corpus fund to the tune of 40% of the B.E. of the scheme by the Central Government at the beginning of each financial year. The advance will include the unutilised amount of the previous year. Monthly Price Subsidy Claims of other I.A.'s will be sent to NHDC for onward submission to the O/o DC (HL) for sanction, and funds shall be released from the corpus fund available with NHDC.

8.2.10 The corpus fund given to NHDC will be recouped on utilization of 70% fund and on submission of progress report & audited expenditure statement. Recoupment of corpus fund to the NHDC will be linked to the progress made against the targets assigned.

9. YARN PASSBOOK:

9.1 Yarn Passbook as the basic document of the yarn supply, should be issued to all the individual handloom weavers in a proactive time bound manner. Yarn Passbook should contain the total number of looms available with the beneficiary along with the unique number of each loom.

9.2 The number of handlooms of each and every eligible beneficiary /agency will be verified by a committee comprising officials of the State Directorate of Handlooms, Weavers Service Centre (WSC) and NHDC. NHDC will provide the Yarn Passbook within 5 days of the verification and hand it over to the State Government for their distribution. The State Governments shall ensure issuance of yarn pass books based on the handloom census 2019-20.

9.3 In case, weaver name is missing in the handloom census or joins the handloom weaving at a later stage, the NHDC will verify the looms and collect the relevant data and issue the Yarn Passbook to the weaver within 5 days of the verification.

9.4 In case of Cooperative Societies, SHGs and JLGs, Handloom Producer Company, Weavers Entrepreneurs, the verification and collection of data will be carried out by the State Government. The State Government will forward the data to the NHDC for issuing the yarn pass books. The NHDC will issue the Yarn Passbook within 5 days of the receipt of data from State Government.

9.5 In some States, Apex Society/ Corporation/ Department are supplying the yarn to Primary Cooperative Societies / SHGs / JLGs attached with them. In such cases, Apex Society / Corporation / Department will verify looms and collect the relevant data and forward the same to the NHDC/IA. The NHDC will issue the Yarn Passbook to Apex Society / Corporation / Department within 5 days of the receipt of data.

9.6 In case of Apex Societies / Corporations / Department / Handloom Producer Company/Weavers Entrepreneurs /Cooperative Societies / SHGs / JLGs, the number of weavers working with them will be indicated in the Yarn Passbook.

9.7 The yarn passbook serial number will have 10 digits to denote the following information:

First two digits	– State
Next two digits	– District
Remaining 6 digits	– running serial number

9.8 Each individual handloom weaver will be tagged with nearest yarn depot for placing the indent and getting the yarn. Name of the yarn depot will be indicated on the yarn passbook issued to him.

9.9 Entries in the Yarn Passbook should be made separately for the yarn supplied with (i) transport subsidy only and; (ii) yarn supplied with price subsidy along with transport subsidy.

10. Yarn Procurement System: For supply of cotton hank yarn, the supply will be taken from the mills producing hank yarn under Hank Yarn Packing Obligation as per the records of the office of the Textile Commissioner. For supply of other types of yarn, I.A. will empanel the supplier mills in adequate number in a transparent manner, after due diligence and following codal provisions.

Suitable steps will be taken by the I.A. to ensure that supply of yarn under the scheme is ensured in a transparent and competitive manner leaving no room for cartelisation or creation of a monopolistic situation, so as to supply the yarn at the reasonable price to the beneficiaries. The I.A. would be procuring yarn in large bulk, so the mill gate price should generally be lower than that paid by wholesale purchasers at the mill gate.

I.A. will procure yarn available at NTC. Based on the annual requirement, a MoU will be made between NTC and I.A. for supplying of Yarn matching the requirement of Handloom weavers.

Under circumstances emanating from any unexpected supply constraints of NTC, inability to match price/quality parameters or handloom weaver's choice for other mills yarn, yarn will be procured from other yarn manufacturers by I.A. following laid down procedures.

The mandate of procuring yarn in a transparent, technology driven and competitive manner so as to ensure reasonable price to the beneficiaries, will continue.

11. SUPPLY MECHANISM:

11.1 Under the Price subsidy component, at a time the requirement upto 3 months can be supplied to eligible beneficiaries. Indents will be accepted along with 15% advance and balance 85% payment will be collected against delivery.

11.2 The IA will tie-up the supplies from the NTC/Yarn manufacturers as per the demand specifications.

11.3 List of weavers to whom yarn is given against previous indent should be submitted by Cooperative Societies, Weavers Entrepreneurs, producer companies, SHGs and JLGs etc. while placing the new indent.

11.4 The indent may be placed through e-Dhaga app or through yarn depot as mentioned in the Yarn Passbook. Life cycle of the indent/Purchase order should be integrated in ERP System. After threshold time period it has to be regenerated.

11.5 Indent placed through e-Dhaga will be directly placed to the IA while the indent placed at yarn depot will be forwarded to the IA by the depot operating agency. The yarn depot will mention the yarn passbook number of each beneficiary in the indent. Indents will be accepted along with 15% advance and balance payment will be collected against delivery.

11.6 Purchase order & sale invoice will be raised separately by the IA. The IA will provide sales invoice to yarn depot for collecting the balance payment.

11.7 The beneficiaries should use the yarn procured under the scheme for the production of cloth on their own handloom.

11.8 Department / Corporations /Apex Societies / Cooperative Societies / Handloom Producer Company/ Weavers Entrepreneurs/SHGs / JLGs should supply the yarn under the scheme to their member societies/weavers directly enrolled under them by passing on the benefits of the scheme to them in full.

Weavers Entrepreneurs, SHGs and JLGs, can place indents for their own requirement/ consumptions only, which will be based on quota allocated based on the number of member weavers and Handlooms owned in their premises only.

11.9 Each beneficiary will furnish to the IA an undertaking to this effect in the format prescribed at **ANNEXURE –1/ ANNEXURE –2** as applicable.

12. REIMBURSEMENT OF 15% PRICE SUBSIDY:

12.1 When yarn is readily available at the yarn depot / IA warehouse: Beneficiary will be issued yarn against full payment and the 15% price subsidy will be transferred by the IA into the beneficiary' account within 48 hours.

12.2 When yarn is not readily available at the yarn depot / IA warehouse: Beneficiary will place the requirement of yarn along with 15% advance payment to Depot operating agency which in turn will place indent to the IA along with 15% advance payment. 15% price subsidy amount will be transferred by the IA to the beneficiary' account within 48 hours of receipt of goods.

13. QUALITY ASSURANCE:

13.1 The yarn specifications (type, count, weight etc.) shall be mentioned by the suppliers on the yarn bundles. Pre-dispatch inspection at the mill site

shall be carried out by the I.A. on random basis for at least 10% of the yarn quantity.

13.2 DC (HL)/I.A. will randomly check quality of the yarn supplied under the scheme through Textile Research Associations or any other agency(ies).The quality check will be carried out by collecting samples randomly and depending upon the situation some parameters may be selected for testing out of various parameters such as Single yarn strength, Lea strength, CSP, Moisture regain, Hairiness, Friction, Abrasion, Twist measurement, U%,count, Yarn elongation etc.

14. VIOLATION AND ITS CONSEQUENCE:

In case of misuse of benefit by the beneficiaries for the first time, the Office of DC (HL) shall be competent to recover the benefit amount with 10% interest. In case of second misuse, besides recovery he shall be deprived from receiving supply for one year. On third misuse, besides recovery and debarment for life, he/she shall be liable for criminal action under IPC and other criminal laws.

15. MONITORING:

Managing Director, NHDC, Commissioner/Director of Handlooms & Textiles of concerned State's I.A., MD of the concerned state handloom corporation implementing the scheme will be responsible for monitoring of the scheme and will send report to the Office of DC (HL) indicating the progress of the scheme. Implementation of the scheme will be monitored by the Office of the DC (HL) on regular basis. The DC (HL) will submit a comprehensive progress report along with the observations on the important aspects of the scheme to the Secretary (Textiles) every quarter for review of the scheme.

16. GRIEVANCE REDRESSAL:

Concerned authority of I.A. will be responsible to ensure grievance redressal related to RMSS in a timely manner.

17. PUBLICITY:

The IA should widely publicize the RMSS Focused publicity of the scheme will be done through print and electronic media in vernacular languages, social media, printing and distribution of pamphlets and hand bills, posters, wall paintings and Buyers-Sellers Meets etc. For this purpose, IA will get the annual media plan approved from the DC (HL).

ANNEXURE-1

Format of undertaking to be furnished by the individual weaver to the Implementing Agency (IA) for supply of yarn under **RMSS**

UNDERTAKING

Name and address of the weaver:

- i. I own a handloom(s) bearing unique loom number(s).....
- ii. I am engaged in the production of handloom cloth and the yarn procured by me from the Implementing Agency (IA) under the Raw Material Supply Scheme is meant for consumption by me.
- iii. The yarn procured by me under the scheme will not be resold to any other organization/weavers.
- iv. In the event of detection of non-fulfilment of anyone or more of the conditions of the scheme, I undertake to pay to the Implementing Agency (IA), the amount equivalent to the difference between the actual sale price of yarn supplied (since the execution of this undertaking and till the date of such detection) and the market price including the cost of transportation, overheads etc.
- v. I fully understand that in case of any fraud being committed by me, penal action may be taken against me.

Signature of the weaver

Place:

Date:

ANNEXURE-2

Format of undertaking to be furnished by the Department / Corporations / Apex Societies Cooperative Societies / Weaver Entrepreneurs/ Handloom Producer companies/SHGs / JLGs to the Implementing Agency (IA) for supply of yarn under **RMSS**

UNDERTAKING

Name and address of the user agency:

Number of looms and their unique loom number(s):.....

- I. This society/agency is engaged in the production of handloom cloth and the yarn procured by the society/corporation/agency from the Implementing Agency (IA) under the Raw Material Supply Scheme is meant for captive consumption in our production centres and/or for supply to our member societies/weavers directly enrolled with us.
- ii. The yarn procured by us under the scheme will not be resold to any other organization/weavers other than those directly enrolled with the society/agency. The benefits of this scheme will be passed on in full to the member societies/weavers directly enrolled with us, when the yarn purchased under this scheme is sold/supplied to them.
- iii. In the event of detection of non-fulfilment of anyone or more of the conditions of the scheme this society/corporation/agency undertakes to pay to the Implementing Agency (IA), the amount equivalent to the difference between the actual sale price of yarn supplied (since the execution of this undertaking and till the date of such detection) and the market price including the cost of transportation, overheads etc.
- iv. We fully understand that in case of any fraud being committed by this society/corporation/agency, penal action may be taken against us.
- v. List containing demographic details along with AADHAR number, mobile number and bank account number of weavers working with the society/agency is annexed.

Signature of Chief Executive
(with rubber stamp)

Signature of Secretary
(with rubber stamp)

Place:

Date :

ANNEXURE-3

CERTIFICATE

1. We have examined the accounts of the Implementing Agency (IA) in respect of supply of yarn made by them to the eligible agencies under the **RMSS** for the period _____.
2. Certified that the yarn supplied for which the reimbursement has been claimed for the period _____ had been made in accordance with the guidelines issued by the office of the Development Commissioner (Handlooms) vide letter No.7/2/2020-DCH/Scheme Guidelines dated 25/10/2021.
3. The supplies of yarn on which the Government's assistance is being claimed for the period _____ have been made only to the eligible beneficiaries.
4. The amount of reimbursement amounting to Rs. _____ (Rupees _____) for the period _____ has not been claimed before.
5. The claim for the period _____ as per details given in the Annexure 4, Annexure 5 and Annexure 6 has been worked out in accordance with the guidelines prescribed by the Office of the Development Commissioner (Handlooms) vide letter No.7/2/2020-DCH/Scheme Guidelines dated 25/10/2021. and such other instructions issued in this regard from time to time.
6. This claim for reimbursement is in respect of yarn covered under the Scheme.
7. Certified that the Undertaking as prescribed in the guidelines has been obtained by the Implementing Agency (IA) from each of the beneficiaries to which the yarn supplies have been made during the period _____.
8. There is no reason to believe that the grantee institution is involved in corrupt practices.

Date:

Authorized Signatory
(Implementing Agency)

Chartered Accountant
(with rubber stamp)

ANNEXURE-4

Statement for claiming reimbursement against supplies under **RMSS** for the period.....

Sl.No.	Name of the State/ Depot Operating Agency	Quantity of yarn supplied (in kgs.)	Cost of yarn at Mill Gate Prices (in Rs.)	Actual cost of transportation (in Rs).
--------	---	--	---	--

Total

Amount of reimbursement claimed (.....% of value of yarn supply)	:	Rs.
Less advance amount already claimed	:	Rs.
Balance amount due	:	Rs.

Authorized Signatory
Implementing agency
(with rubber stamp)

Chartered Accountant
(with rubber stamp)

ANNEXURE-5

Summary of state-wise claim for reimbursement of yarn subsidy

1. Period of Claim :

2. Summary of yarn supply and subsidy :

Sl. No.	Name of State	Quantity of yarn supplied (inkgs.)	Value of yarn before subsidy (in Rs.)	Yarn Subsidy @ 15% on yarn value before subsidy (in Rs.)	Total claim for yarn subsidy (in Rs.)
1	2	3	4	5	6
Total:					

3. Funds position:

	Particulars	Amount (in Rs.)
(i)	Amount of reimbursement claimed	
(ii)	Less: Advance amount already claimed	
(iii)	Balance amount (i – ii)	

Signature of Authorized Signatory of IA

Chartered Accountant
(with rubber stamp)

(Name and Designation)

Place :

Date :

ANNEXURE-6

Statement for claiming reimbursement against yarn subsidy allowed to the handloom weavers under RMS

1. Period of Claim :

2. Details of yarn supply and subsidy :

Sl. No.	Name of State	Name of Depot Operating Agency	Date of Supply	Variety and count of yarn	Yarn supplied during the quarter (in Kgs.)	Value of yarn before yarn subsidy (in Rs.)	Yarn Subsidy @ 15% on yarn value before subsidy (in Rs.)	Total claim for yarn subsidy (in Rs.)
1	2	3	4	5	6	7	8	9
Total :								

3. Funds position

	Particulars	Amount (in Rs.)
(i)	Amount of reimbursement claimed	
(ii)	Less: Advance amount already claimed	
(iii)	Balance amount (i – ii)	

Signature of Authorized Signatory of IA

Chartered Accountant
(with rubber stamp)

(Name and Designation)

Place :

Date :

ANNEXURE 7

STATEMENT FOR CLAIM REIMBURSEMENT OF DEPOT OPERATION UNDER RMSS FROM DEPOT OPERATING AGENCY TO IA

Sl. No.	NAME OF THE STATE	OPENING STOCK AT THE BEGINNING OF QUARTER		YARN RECEIVED UNDER RMSS		NAME OF MILLS	YARN TOTAL SOLD DURING QUARTER		CLOSING STOCK		*REIMBURSEMENT @ 2% OF YARN SOLD DURING QUARTER/
		QTY	VALUE	QTY	VALUE		QTY	VALUE	QTY	VALUE	
TOTAL											

**Depot operating expenses is 2% of value of yarn supplied limited to Rs. 15,000 per month.*

Certified that the above yarn supplies have actually been made and amount of reimbursement for Depot operation has been paid by Implementing Agency (IA)

Amount of reimbursement claimed for depot operation: Rs.

Chartered Accountant

Signature of Executive Officer

(Name of Depot Operating agency with Rubber Stamp)

ANNEXURE - 8

Statement showing Depot Operating Agency-wise details of yarn supplied by IA under the **RMSS**

Name and address of the Depot Operating Agency

(to be furnished separately for each agency):.....

Sl. No	Period/Date	Yarn supplies received		Name of mill and place from which yarn supplied	Destination of yarn supply	LR No./Date	Name of transport company	Amount of freight paid (in Rs.)
		Qty (Kg)	Value (Rs.)					
TOTAL								

Certified that the above yarn supplies have actually been made by Implementing Agency (IA) and the amount of freight has been paid by this agency as indicated above.

Signature of Executive Officer

**SCHEME FOR PROTECTION OF THE
HANDLOOMS AND IMPLEMENTATION OF
THE HANDLOOMS
(RESERVATION OF ARTICLES FOR PRODUCTION)
ACT, 1985**

(2021-22 to 2025-26)

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



SCHEME FOR PROTECTION OF THE HANDLOOMS AND IMPLEMENTATION OF THE HANDLOOMS (RESERVATION OF ARTICLES FOR PRODUCTION) ACT – 1985

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 preserving India's rich cultural heritage. The sector provides employment to more than 35 lakh weavers and allied workers. 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 domestic and export markets. Because of the uniqueness and exclusivity of designs, capability to produce small batch sizes and having eco-friendly nature, handloom products are in high demand in the international market besides the domestic market. Discerning retailers look for reliable source for constant supply of authentic handloom products on regular basis. Therefore, there is a need to sustain quality handloom products & assure supply of genuine/unique products in the market with own brand image and USP of handlooms.

The handloom sector faces many challenges and stiff competition from powerloom and mill sectors. While the Governments endeavour is to create conditions for harmonious growth of entire textile industry, it also has to ensure that there is well defined and delineated areas for handlooms which is not unduly encroached by powerlooms and mills.

In order to achieve this objective O/o DC(Handlooms), MoT has been implementing the scheme, "Implementation of the Handlooms (Reservation of Articles for Production) Act, 1985" to ensure effective implementation of the provisions of the Handlooms (Reservation of Articles for Protection) Act, 1985. The scope of the scheme has now been expanded to endeavour to promote sale of genuine handloom products. The State Handloom Departments and offices thereof would be roped in and trained to ensure the same, preventing marketing and sales of fake products with HLM/IHB and GI tags.

Dissemination of information with regard to protection of handloom weavers by implementation of the Act and the knowledge of products with Handloom Mark (HLM) and Indian Handloom Brand (IHB) & GI products among all stakeholders through awareness programmes will take place. The state Govts. are to ensure conducting time bound frequent awareness programmes for dissemination of information about the schemes and generate demand for original handloom products amongst buyers.

The scope of the scheme has been expanded to include; i) the marketing expos, events and such other places selling handloom products; ii) reorientation from inspections of powerloom to the support for Handlooms, iii) Onsite verification will be carried out by both, recommending/ registering agency as well as enforcement machinery, iv) a definite time-line would be put in place for the certification process for IHB and Handloom Mark and identification of supply chain of big handloom retailers to ascertain veracity of products on sale, v) strengthening distribution channels for such labels for ready availability of labels to the eligible applicants, vi) putting legal framework in place by hiring a competent legal advisor/agency to check online sale of fake items being sold as handlooms and issue notices to prevent misuse of IHB and Handloom Mark labels, (vii) looking into the legal and related aspects of unauthorized sale of GI Handloom products, viii) the sensitization of State Governments to provide appropriate logistics to the inspection teams for their secured and successful missions.

1. Name and Objectives of the scheme:

The Scheme shall be known by the name "Scheme for Protection of The Handlooms and Implementation of the Handlooms (Reservation of Articles for Production) Act, 1985".

Objectives:

1.1 To support Enforcement Machinery in the States for protection of handloom sector by curbing violation of the provisions of the Handlooms(Reservation of Articles for Production) Act, 1985 [The Act], ensure genuineness of products being sold with IHB/Handloom Mark (HLM) & GI tags in markets /expos. In states where an Enforcement Machinery already exists, the Central Assistance will be extended to strengthen the existing infrastructure to carry out the objectives of the scheme.

1.2 To organize trainings and sensitization programmes for the officers of the State Governments and other organisations for imparting knowledge for promotion of Handlooms, Handlooms Mark, India Handloom Brand, GI, provisions of the Act and orders thereunder to check sale of fake HLM/IHB products & unauthorized sale of GI products.

1.3 To organise public sensitization campaigns, programmes, publication of information material, etc.

through State Government agencies on distinguishing features of a genuine handloom product for determining their authenticity.

1.4 To provide assistance to State Governments and other organizations for publishing awareness material on the provisions of the Act, Reservation Orders, Handloom Mark, IHB and GI for exclusive handloom products in local/leading newspapers in local languages in order to discourage and prevent production and sale of counterfeit Handloom Products.

1.5 To ensure development of an Artificial Intelligence (AI) based app or adoption of any existing artificial intelligence-based App under use for identification of genuine handloom products.

Extent of assistance

2.1 This scheme to set up office/s of Enforcement Machinery in states will be fully funded as per provisions of the guidelines or actual whichever is less.

2.2 Subject to the conditions specified, the Central Assistance will be to meet Recurring and Non-recurring expenditure for the purpose on the basis indicated at Annexure-R1.

2.3 The ambit of the scheme is expanded from establishing and maintenance of enforcement machinery to include capacity building of the existing enforcement machinery, promotional activities to ensure understanding of the distinguishing features of a handloom product by general public, adoption of HM, IHB and GI tags by handloom weavers, curbing sale of fake handloom products with IHB/HM/GI labels, and adoption of latest technology such as block chain, artificial intelligence, etc., for determining authenticity of a genuine handloom product by the enforcement machinery and buyers.

2.4 The details of the additions/changes brought out under the scheme guidelines are as follows:

- i. Special focus on identification of a genuine handloom product through IHB/Handloom Mark (HLM) & GI tags.
- ii. Inspection drives for curbing sale of fake handloom products with IHB/HLM/GI labels in markets/expos.
- iii. Capacity building of State Government's Enforcement Machinery through training programmes, etc. on distinguishing features of genuine handloom product and determination of their authenticity.

- iv. Provide financial assistance to State Governments and other organizations for organizing programmes, awareness drives, publication of information material, etc., for general public about distinguishing features of genuine handloom/ GI products and determining their authenticity,
- v. Ensure development/adoption of Artificial Intelligence based app for identifying genuine handloom products.
- vi. Strengthening of Enforcement Machinery by establishment of more offices as well as impressing upon the state Governments to provide full manpower as per prescribed strength based on scheme's guidelines.

2.5 Training programmes for capacity building, its module and contents etc. shall include training of provisions of HLM, IHB, GIs, Handlooms (Reservation of Articles for Production) Act, 1985 and orders issued thereunder enclosed at Annexure- R5.

3. Setting up of Enforcement Offices in States:

3.1 States/Uts having 5000 or more powerlooms shall be eligible for assistance under this scheme.

3.2 Each State/UT will have a headquarters office of the Enforcement Machinery under the direct control of State Director/Commissioner in-charge of Handlooms.

3.3 Subsidiary office/s at the pockets of powerloom concentration in the State may be set up under the control of Headquarter Office. For this purpose each pocket of power loom concentration should cover at least 20000 powerlooms.

3.4 Thus, besides one Headquarters Office, each State having at least 25,000 power looms will be sanctioned one subsidiary office for each unit of 20,000 or more power looms. Ordinarily one such subsidiary centre will be considered for each additional 20,000 power looms.

3.5 N.E. States having predominantly more than 10 lakh handlooms will be sanctioned one Head Quarter office.

4. Staff Pattern:

4.1 The staffing pattern for Headquarters Office and Subsidiary Offices would be as per Annexure-R1

4.2 The costs indicated at Annexure-R1 are suggestive and do not necessarily prescribe the pay scales of incumbents in various posts. The consolidated salary cost mentioned at annexure 'R1' or the actual salary drawn as per the pay scales of the state Government for these posts, whichever is less, will be considered for assistance.

4.3 Non-recurring expenditure for acquiring vehicle for these offices will be allowed subject to the ceiling specified at Annexure-R1.

4.4 The replacement of vehicle shall be considered as per the extant rules in force.

4.5 Besides the norms on the number of power looms, release and sanction of funds will also depend on performance namely overall implementation of the mandate of the Scheme under the following parameters:

- (a) Number of inspections made;
- (b) Number of power looms inspected;
- (c) Number of samples seized;
- (d) Number of prosecutions lodged;
- (e) Name & Number of expos/market places visited;
- (f) Number of sale points/outlets in that expo/market place;
- (g) Number of sale points/outlets in that expo/market place/event visited;
- (h) Number of training programmes conducted;
- (i) Number of awareness programmes organized to disseminate information on provisions of the Act and the scheme related provisions of HM/IHB&GI products;
- (j) Number of HLM/IHB inspections conducted/identified as fake. Number of items tagged as GI products being sold unauthorizedly.
- (k) Number of FIRs/cases lodged for violation of the Act as well as under other legal provisions to check sale of counterfeit products with Handloom Mark, IHB and/or GI.

5. Submission of proposals:

5.1 The State Govts./UTs fulfilling the eligibility criteria enumerated at para 3 above may submit their proposals for establishment of Enforcement Machinery in their State/UTs identifying the places where field offices are to be situated with the suggestions for staff requirement and anticipated expenditure following the guidelines mentioned above along with their justification for the same. The proposals may be sent to the Development Commissioner for Handlooms, New Delhi for approval and release of funds.

5.2 Advance claims for grant should be submitted on half yearly basis indicating their tentative expenditure with full justification specifying number of officers and Staff working against the said posts, number of training programmes to be organised, awareness programme to be conducted etc., in the proforma given at Annexure-R2 along with the Progress Report at Annexure-R3 on quarterly/monthly basis and Annexure-R4 on monthly basis. The release in

subsequent quarters will be based on the criteria enumerated at para 4 above and actual expenditure.

5.3 The claim/proposal for grant of central assistance should be submitted by duly observing the following norms:

- i. Proposals/claims to be submitted with reference to the amount sanctioned/released during last quarter/year, with a copy of Utilization Certificate under GFR;
- ii. Statement shall be enclosed showing district wise/office wise numbers of Powerlooms installed in the state with telephone number of the in-charge of the Centre;
- iii. The statement shall be submitted containing number of Powerlooms inspected, samples seized, specifications of items under Handloom Reservation Order 2008 found produced in violation of the Act, Number of violations detected & cases booked during corresponding period;
- iv. The details of inspections at sale points/expos carried out for ensuring sale of genuine handlooms products;
- v. Number of expos inspected to ensure sale of genuine handlooms products etc.
- vi. Certificate to be provided as to whether previous accounts are audited or not. If not the reasons thereof.
- vii. Statement to be submitted containing the Name and designation of the officers/staff posted at headquarter and Subsidiary Offices separately,
- viii. Certificate to be submitted that salary is not claimed for any vacant post.
- ix. Statement/report on number of training programmes conducted, expos/sale points visited etc. shall be submitted.

6. Reports & Returns:

6.1 State Govt./UTs availing of the Central Assistance under this scheme will submit utilisation certificate duly countersigned by Commissioner / Directors / competent authority while furnishing proposal for the next Quarter / Half yearly period along with copy of bills / vouchers etc alongwith requirement of funds for the subsequent year, on the basis of which funds will be released by the Central Government.

6.2 The offices of Enforcement Machinery set up under the State Director/ Commissioner in-charge of Handlooms may report the progress made in enforcing the provisions of the Handlooms Reservation Act, training programmes/ awareness programmes conducted etc. to the Development Commissioner for Handlooms in the format given at Annexure-R3 on quarterly basis, and Annexure- R3 & R4 on monthly basis.

**STAFF PATTERN FOR SETTING UP OF ENFORCEMENT
MACHINERY IN HEADQUARTERS OFFICES AND SUBSIDIARY OFFICES**

Head Quarter Office

	Designation	Revised salary cost W.E.F 2021		
		Consolidated revised salary pm	No. of post	salary pm
1	Deputy Director/ Enforcement Officer	62600/-	1	62600/-
2	Enforcement Inspector	41200/-	3	123600/-
3	Legal Assistant	41200/-	1	41200/-
4	LDC/Typist	21700/-	2	43400/-
5	Constable/Constable-cum-Driver	Nil	Nil	Nil
6	Driver (regular/ /contract basis)	21700/-	1	21700/-
7	Sub-Staff (for MTS) (regular /contract basis)	21700/-	1	21700/-
Total			9	314200/-
8	(i) Expenditure on Salary per annum	Rs. 3770400/-		
	(ii) TA/DA per annum	227272/-		
	(iii) Office Expenses	242424		
	(iv) Hiring of Professionals/Legal Agency/Experts/ Legal Expenses	303030/-		
	(v) Staff/Consumer/Stakeholder Training/Education/ Awareness	1818000		
	(vi) Non -recurring Expenditure(Office Expenses for purchase of computer, one time during 2021-22 to 2025- 26)	45454		
	(viii) Non-Recurring Expenditure for purchase of one vehicle (One Time)	Rs.475000/- plus applicable taxes /charges or Rs. 6,50,000/- whichever is less.		

Subsidiary Office

Sl No.	Designation	Revised salary cost W.E.F 2021		
		Consolidated revised salary pm	No. of post	Total post
1	Assistant Deputy Director/ Assistant Enforcement Officer	49100/-	1	49100/-
2	Enforcement Inspector	41200/-	5	206000/-
3	LDC/Typist	21700/-	2	43400/-
4	Constable/Constable-cum-Driver	Nil	Nil	Nil
5	Driver (regular/ /contract basis)	21700/-	1	21700/-
6	Sub-Staff (for MTS) (regular /contract basis)	21700/-	1	21700/-
Total			10	341900/-
7	(i) Expenditure on Salary per annum	4102800/-		
	(ii) TA/DA per annum	227272/-		
	(iii) Office Expense	242424		
	(iv) Hiring of Professionals/Legal Agency/Experts/Expenditure	303030/-		
	(v) Staff/Consumer/Stakeholder Training/Education/Awareness	1818000		
	(vi) Non-recurring Expenditure (Office Expenses for purchase of computer, one time during 2021 -22 to 2025- 26).	45454		
	(vii) Non -Recurring Expenditure for purchase of one vehicle (One Time)	Rs.475000/- plus applicable taxes / charges or Rs.6,50,000/- whichever is less.		

* Training to enforcement Staff & Officer of SEM & Awareness to stake holder is introduced as it is highlighted in scheme evaluation.

Format of claim for the Quarter.....

Sl. No.	Item	Expenditure incurred up to the preceding Quarter	Expenditure incurred during the present Quarter	Total releases made so far	Balance claimed
1.	Salary				
2.	TA/DA				
3.	Office Expenses				
4.	Hiring of professionals/Legal Agency/Experts				
5.	Staff/Consumer/Stake holder Training/ Education/Awareness				
6.	Non-recurring Exp. (Office Expenses)				
6.	Development/Procurement /Usage of AI based Apps for identification of Handlooms & Training thereunder	This expenditure is to be incurred by the O/o D. C. Handlooms			
6.	Non- Recurring Expenditure for purchase of one vehicle (One time)				
Total					

Certificate: Certified that the information given above is true.

(Certificate to be given by the Deputy Director/Enforcement Officer-in-Charge of the Head Quarters Office)

Countersigned

Commissioner/ Director-in-charge of Handlooms.

**Quarterly/Monthly progress report on implementation of the Handlooms
(Reservation of Articles for Production) Act, 1985**

Name of the State/UT/Report for the quarter/month ending.

Sl. No.	Item	Achievement till the end of preceding Quarter / months	Achievement during the Quarter / months	Cumulative achievement	Remark/ Reasons for short fall if any
1.	Number of inspections made				
2.	Number of power looms inspected				
3.	Number of samples seized				
4.	Number of Power looms seized				
5.	Number of samples tested				
6.	Number of samples in which violation detected				
7.	Value of products seized (in rupees)				
8.	Number of prosecutions lodged				
9.	Number of cases leading to imposition of penalty				
10.	No. of inspections of expos / showrooms visited to identify fake handlooms products				
11.	No. of items against which action taken with details of action taken				

**Monthly progress report on Power-loom inspection under the Handlooms
(Reservation of articles for production) Act, 1985,**

Name of the State/UT:-.....

Name of the Office:-.....

Report for the month:-.....

Sl. No.	Date of Visit	Name & Postal Address of the Powerloom Unit/Mill inspected	Type of powerloom Plain/Dobby/Jacquard	No. of powerlooms installed/working		Items of production	Raw materials used	Whether reserved or unreserved and the type of violation	In case of violation noticed		FIRs lodged with FIR No. & date	Remarks
				Installed	Working				No. of powerlooms seized	Sample s/fabric seized with Quantity in metres		

Annexure-R5

The Module and Contents of training programmes for capacity building of SEMs, its module and contents etc. shall include training of provisions of HLM, IHB, GIs, Handlooms (Reservation of Articles for Production) Act, 1985 and orders issued thereunder enclosed at **Annexure- R5**.

Training Module:

1. Training Faculty may include-

- (a) Officers from O/o D. C. Handlooms,
- (b) Its Regional Offices (Enforcement Wings),
- (c) Officers of Weavers Service Centres/IIHTs

2. Duration – One day training programme to be conducted spreading in two sessions

3. To be imparted on the provisions of the Act, 1985 and orders issued thereunder, HLM, IHB and GI provisions

Contents

1. The concept and provisions of Handlooms Marks-

- (a) What is Handlooms/Mark,
- (b) The need for Handloom Mark,
- (c) Key features of a HL Mark,
- (d) How to differentiate it from the normal cloth,
- (e) The value it assigns to the fabric,
- (f) Its technical parameters etc.
- (g) Penalty for its violation

2. The concept and provisions of IHB products

- (a) What is IHB
- (b) Key features of IHB products,
- (c) How to differentiate it from the normal cloth,
- (d) The value it assigns to the fabric
- (e) Its technical parameters etc.

3. The concept & provisions of GI products

- (a) What is GI product
- (b) Key features of GI registered products,
- (c) How to differentiate it from the normal cloth,
- (d) The value it assigns to the fabric,
- (e) Its technical parameters etc.
- (f) Penalty for its violation.

4. The concept and Provisions of the Handlooms (Reservation of Articles for Production) Act, 1985

- (a) Brief back ground about the Act, 1985,
- (b) Various provisions under the Act including penal provisions,
- (c) Rules framed thereunder,
- (d) Designated Implementing Agencies under the Act,
- (e) Notified laboratories under the Act,
- (f) The notification on the 11 articles reserved under the Act,
- (g) Specific Technical parameters of the Reservation Order S.O. 2160 dated 03.09.2008,
- (h) Necessary tool to differentiate the reserved product from unreserved or fake one.

The above list of content is indicative. Based on inputs from stakeholders and the need based requirement, the content list may be modified by incorporating changes from time to time.



INDIA HANDLOOM

COMFORT | STYLE | FASHION

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