

## **Citizens' Charter of Handloom Export Promotion Council**

### **Our Vision**

1. To promote the heritage origin of Indian Handwovens in the overseas markets.
2. To popularize the ethnic crafts of Indian Handwoven products developed in the various regions of our Country in the International market
3. To promote the "Handloom Mark" Scheme in the International market scenario in order to create the brand image for Indian Handwovens.
4. To obtain zero tariff for the import of handloom products across the globe by coordinating with various govt agencies & stakeholders.
5. To increase the productivity and to increase the employment opportunities in Rural and Semi urban areas.

### **Our Mission**

1. To make India as one of the major sourcing point of handlooms fabric in the world.
2. To facilitate the promotion of handloom products developed across the Country in the overseas markets.
3. To recommend policies and programmes that promotes and facilitates the growth of the handloom industry.
4. To act not only as facilitator for export promotion of handloom products from India, but also to act as an advisory body to Govt. of India to formulate the policies for the re-structuring handloom industry.
5. To sustain and improve the share of Indian handwoven products in the International market.

### **Our Activities**

1. Dissemination of trade information and intelligence to the member exporters.
2. Publicity abroad for Indian Handloom products.
3. Facilitating product diversification and adaptation to meet modern market requirements.
4. Providing impetus to modernization of handlooms for the export market.
5. Provision of design inputs to promote exports of handloom products.
6. Organising business mission/buyer seller meet and participation in trade fairs abroad.
7. Organizing awareness seminars/workshops at various handloom clusters across the country.
8. Consultancy and guidance services for handloom exporters.

9. Liaison with the Government of India on all procedural and policy matters relevant to the handloom export trade.
10. Dealing with trade complaints pertaining to handloom exports.
11. Liaison with import promotion and commercial agencies abroad for the benefit of handloom exporters.
12. Organising the Virtual Trade fairs to stay our exporters connected with the buyers during the COVID19 pandemic period.

### **Our Commitment**

1. Your application for membership with the Council will be considered immediately and RCMC will be issued within ten days if the documents are in order.
2. Your correspondences for various enquiries relating to exports will be attended and clarified immediately.
3. Your claim for MDA for participation in International fairs/exhibitions held abroad will be settled on receipt of grant as soon as the funds received from the Ministry towards the MDA scheme participation.
4. The website of HEPC will be updated periodically, so that the information relating to our activities, policies and programmes will be shared with you.

### **Our Guidance**

1. Our Head Office is situated at No. 34, Cathedral Garden Road, Nungambakkam, Chennai - 600034 and our Regional Office is situated at 10<sup>th</sup> floor, 1004, Padma Tower - I, No.5, Rajendra Place, New Delhi - 110 008.
2. Overseas enquiries received from the buyers will be immediately communicated to the members who had enrolled vide mass circulars.
3. Design intervention is promoted through the CAD centre.
4. Useful articles, policies and programmes of Govt. of India as well as State Governments, Trade Notifications etc. are shared to member exporters through mass circulars.
5. The Council is bringing out various publications and directories useful for the trade periodically.
6. Important articles, Event Report, Public Notices are shared to member exporters via newsletter titled "Handloom Export" (e-copies) through mass circulars.

