

**OFFICE OF THE DEVELOPMENT COMMISSIONER FOR HANDLOOMS**

**MARKETING & EXPORT PROMOTION SCHEME FOR THE 11<sup>th</sup> FIVE YEAR PLAN (2007-08 to 2011-12).**

**1.0 Introduction**

Merchandising and Marketing have been recognized as being central to the growth and development of the handloom sector in India. Domestic marketing is important for providing linkage between the producer and the consumer. In this regard, the Office of the Development Commissioner for Handlooms had been implementing a scheme in the 10<sup>th</sup> Five Year Plan period, namely, Marketing Promotion Programme. Marketing Promotion Programme included components for organization of Exhibitions, Fairs and crafts melas, Setting up of Marketing Complexes and Urban Haats, Publicity and Awareness and Brand Development to promote the marketing of handlooms in the country and to improve the levels of awareness amongst handloom weavers and the general public in the interest of overall development of the handloom sector. Given the current importance of brand building as a necessary ingredient of any long term strategy for augmentation of sales in domestic and international markets, the scheme also aimed at brand promotion of Indian handlooms through Handloom Mark.

Likewise, to promote the exports of handloom products, the Office of the Development Commissioner for Handlooms had been implementing the Handloom Export Scheme during the 10<sup>th</sup> plan period. Handloom Export Scheme aimed to imparting assistance to handloom agencies for building up, developing and marketing of export-worthy handloom products. The Scheme covered development of exportable products, publicity of the products and their international marketing by way of participation in international exhibitions and buyer-seller meets.

With a view to develop and promote the marketing channels in domestic as well as export markets and bring about linkages between the two in a holistic and integrated manner, it was decided to amalgamate the Marketing Promotion Programme and Handloom Export Scheme of the 10<sup>th</sup> Plan with some modifications and addition of new components in the 11<sup>th</sup> Plan under the banner “Marketing & Export Promotion Scheme”. Marketing & Export Promotion Scheme in the 11<sup>th</sup> Plan has been introduced as a Centrally Sponsored Plan Scheme with the following two components :

1. Marketing Promotion.
2. Handloom Export Promotion.

**2.0 Objectives of Marketing Promotion :**

- i. To assist in the sale of handloom products by organising of exhibitions at National Level, Regional Level, State Level and District Level;
- ii. To provide facilities to the consumer to purchase genuine handloom products from different parts of the country under one umbrella;
- iii. To serve as a window for promoting awareness among consumers about the latest designs and varieties of fabrics produced in the handloom sector;

- iv. To provide marketing infrastructural support to Handloom Agencies in major cities and towns with a view to creating permanent outlets to make available quality handloom products to the consumers at one place;
- v. To provide group merchandising under one roof by making available handloom products of different States at one place with a view to enhancing marketing of handlooms;
- vi. To encourage innovation in designs and techniques and preserve and promote traditional skills and designs among handloom weavers;
- vii. To assist in creation of marketing infrastructure for the use of handloom weavers and agencies;
- viii. To foster awareness of brand identity and promote the development of a brand of handlooms of Pan National importance and for the International Market; and
- ix. To promote awareness of technological developments and advances among weavers for improving quality and productivity of handloom sector.

### **3.0 Sub-components under MARKETING PROMOTION :**

The Marketing Promotion envisages a wide gamut of activities for the promotion and marketing of handlooms. For ease of implementation and monitoring, these activities are being carried out through the following components :

- Organisation of Exhibitions, Events and Craft Melas
- Setting up of Urban Haats
- Setting up of Marketing Complexes
- Publicity and Awareness
- Geographical Indication Act
- Handloom Marketing Complex, Janpath, New Delhi
- Handloom Mark

The details of the main activities under the above mentioned components, the implementing agencies and the funding pattern for grant of financial assistance to the implementing agencies in respect of each of the above mentioned components are as follows:

#### **3.1. Organization of Exhibitions, Events and Craft Melas**

In order to provide opportunity to handloom weavers to market their products, and to expose consumers to handloom products from different parts of the country, a number of handloom exhibitions are held at National, Regional, State and District Levels. In addition, this component will provide for marketing and promotion of item-specific, area-specific and fibre-specific handloom products. Further, this component will provide for assisting Handloom Weavers to participate in the Craft Melas, thus providing a variety of handloom products to the consumer under one umbrella.

### **3.1.1 National Handloom Expo**

As a part of the marketing strategy and publicity measures, the office of the Development Commissioner for Handlooms has been organizing National Handloom Expos and Special Expos. With the passage of time, these events have gained popularity and sales generated at these events have increased significantly. These expos are organised for a period ranging 2 to 3 weeks. The Development Commissioner (Handlooms) will decide every year number of events, places and duration, depending upon the requests from National Handloom Organisations, States and its agencies, marketing potential of the proposed locations, availability of funds, predetermined dates of District Level Fairs and Crafts Melas etc. Participants are allowed to sell only handloom products.

#### **Participants :**

The following agencies will be eligible for participation in these Expos:

- i. All levels of Handloom Apex Cooperatives, Corporations/Federations and Primary Cooperative Societies.
- ii. Non-Government Organisations engaged in Handlooms and fulfilling the norms laid by CAPART.
- iii. Self-Help Groups engaged in handloom production.

The Office of the Development Commissioner (Handlooms) is the competent authority to determine the number of participants for each expo.

**Implementing Agencies:** The National Handloom Expos will be organised by National Handloom Organisations like NHDC, ACASH etc., State Governments directly or through a State level handloom Agency/Federation and **Weavers Service Centres.**

**Funding pattern:** In order to give boost to marketing by the participants, it has been decided to continue financial assistance for these Expos in the shape of infrastructural support, stall rent, electricity charges, publicity, backup services, administrative expenses etc. The National Handloom Expos organized in cities with population of more than 15 lakh will be eligible for assistance up to Rs 38.00 lakh, while National Handloom Expos organised in other places with less than 15 lakh population will be eligible for assistance up to Rs. 18.00 lakh. Any expenditure above this limit would have to be borne by the implementing agencies. The financial assistance will be on the basis of reimbursement of expenditure based on submission of claims supported by such documents as prescribed in the guidelines given in **Appendix-I** as may be amended from time to time. Where necessary, advance up to 50% of the eligible amount may be released subject to availability of funds.

#### **WSCs Theme Pavilion in Expos :**

The Implementing Agency with the assistant of the Weavers Service Centre may set up a Theme Pavilion of 500-2500 sq. ft. as decided by the Development Commissioner for Handlooms in National Handloom Expo. For each expo, a Theme Pavilion would be decided well in advance by the Office of the Development Commissioner for Handlooms asking prospective participants to develop their products covering the theme also.

Display in the WSC Theme Pavilion would be entrusted to the concerned WSC or any other organisation. An amount of Rs.25000/- would be paid by the office of the Development Commissioner for Handlooms to the WSC concerned for the expenses related to display in the Pavilion.

The Implementing Agency for the National Handloom Expo would be responsible for setting up of the WSC Theme Pavilion within the funds made available by the Office of D.C. Handlooms for holding the National Handloom Expo. No additional funds will be provided to implementing agency for WSC Theme Pavilion.

### **3.1.2. Special Expos**

In order to diversify marketing channels, in addition to National Handloom Expos, the Office of the DC(Handlooms) will organise Special Expos. Special Expos will be at national level, regional level and state level. National Level Special expos will be for specific fibres such as Wool, Silk etc. or for specific products like sarees, home furnishings etc. Regional level Special Expos will be for products/items of a specific region like Handlooms Expo of North Eastern States, Cotton Handlooms of South, Cotton Handlooms of East etc. The State level Special Expo will be for handloom products of that State. The Special Expos will be for a duration of two to three weeks. In addition, ACASH will organise a Special Expo during India International Trade Fair organised by ITPO every year in Pragati Maidan, New Delhi.

#### **Participants :**

- (i) All levels of Handloom Apex Cooperatives, Corporations/Federations and Primary Cooperative Societies.
- (ii) Non-Government Organisations engaged in Handlooms and fulfilling the norms laid by CAPART.
- (iii) Self-Help Groups engaged in handloom production.

**Implementing Agency :-** National Level Special Expos may be organised by a National Handloom Organisation like NHDC, ACASH etc., State Government, State Handloom Development Corporation and State Handloom Apex Cooperative Societies. Regional Level Special Handloom Expo may be organised by a National Handloom Organisation like NHDC, ACASH etc. State Level Special Handloom Expo may be organised by the State Government directly or by the State Level Handloom Corporation/Apex Cooperative Society/Federation.

**Funding Pattern :-** For National level Special Level Expo, financial assistance will be limited to Rs.20.00 lakh for expenses relating to stall rent, infrastructure and publicity. In the case of Regional Level Special Expos, financial assistance will be limited to Rs. 10.00 lakhs for stall rent, infrastructure and publicity. For State Level Special Expo, financial assistance will be limited to Rs. 8.00 lakhs for stall rent, infrastructure and publicity. However, for State Level Special Expo for Northern States, the financial assistance will be Rs. 10.00 lakhs for stall rent, infrastructure and publicity in view of difficult terrain. The amount mentioned above or actual expenditure incurred, whichever is less will be paid.

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

### **3.1.3 District level Events**

Since 1996-97, the office of Development Commissioner (Handloom) has been promoting marketing of handloom products through established District Level Events/Fairs/Festivals. In view of their popularity and benefits, this activity will continue in the 11<sup>th</sup> Plan.

The Development Commissioner (Handlooms) will decide every year, the number, place and duration of district level events, depending upon requests from States, marketing potential of proposed location, availability of funds, predetermined dates of National Handloom Expos and Crafts Melas etc. Participants are allowed to sell only handloom products. The District Level Events may also be held on a reciprocal basis with the States, to the extent possible.

#### **Participants :**

The following agencies/ individuals will be eligible to participate in the District level events:

- Handloom Weavers
- Primary Handloom Weavers Societies

#### **Implementing agencies:**

The district level events may be organised by the following implementing agencies:

- Director of Handlooms and Textiles in the States/UTs
- State Handloom Development Corporations
- State Level Handloom Cooperative Federations/Apex Societies
- District Rural Development Agencies
- WSCs
- Implementing Agencies of handloom clusters selected under the Handloom Cluster Development Programme in the Integrated Handloom Development Scheme.

#### **Funding pattern :**

Each District Level Event will be eligible for financial assistance of up to Rs.1.5 Lakh towards expenditure on Infrastructure and up to Rs. 50,000/- towards expenditure on Publicity. Where necessary, advance up to 50% of the eligible amount may be released and balance 50% or actual, whichever amount is less, would be reimbursed on production of audited accounts through State Director in-charge of Handlooms after closure of the event. The financial assistance will be permissible on rent of venue, display structure/decoration, transportation, electricity and water and on publicity. Rent receipt towards space, construction etc., is required alongwith final claim for payment.

Further a sum of Rs. 2,500/- will be paid to the WSC, which is nominated to carry out field checking. Detailed guidelines for implementation of this component and parameters for financial assistance are given in **Appendix-III**

### **3.1.4 Craft Melas**

Organizing of craft Mela will be a joint activity of the Offices of the DC (Handlooms) and DC (Handicrafts). Under this component, Handloom Weavers will be sponsored for participation in the following Craft Melas; Surajkund at Faridabad (Haryana), Shilpgram in

Udaipur (Rajasthan), Taj Mahotsav in Agra (U.P.), Shilparamam in Madhopur, Hyderabad (Andhra Pradesh), Patiala Heritage Festival at Patiala (Punjab), Zonal Craft Mela, Bhubaneshwar, Orissa and Zonal Craft Mela, Mumbai, Maharashtra etc.

New Craft Melas may be added to the list if need is felt in consultation with the Union Ministry of Tourism etc. The objective of the Melas is to promote the sale of handlooms and handicrafts. All the above Craft Melas are annual features. These melas provide an opportunity to weavers and artisans to demonstrate their traditional skills and display beautiful designs and variety of handloom products to the consumers.

The Melas also provide an opportunity to the weaver for exposure to market demand and consumer taste. The visitors in turn get exposure to the wide range of handloom and handicraft products available in the market. Detailed guidelines of selection of weavers for participation in craft melas are given in **Appendix-IV**.

### **Participants :**

National Awardees, Merit Certificate holders, State Awardees will be given preference in this order. Other weavers can also participate.

**Implementing agency:** The Implementing agencies for organising the Craft Melas will be designated agency of the State Government where the Craft Mela is to be held. The following are the implementing agencies for the craft melas: :

- |       |                                  |   |
|-------|----------------------------------|---|
| i     | Surajkund Mela:                  | Surajkund Mela Authority, Govt of Haryana   |
| ii    | Shilpagram:                      | Shilpagram Mela Authority, West Zone Cultural Centre, Department of Culture, Govt. of Rajasthan |
| iii   | Shilparamam:                     | Designated agency, Govt. of Andhra Pradesh.   |
| iv    | Taj Mahotsav:                    | Designated agency, Tourism Department, Govt. of Uttar Pradesh                                   |
| v.    | Patiala Heritage: Festival :     | Tourism Department, Chandigarh, Punjab  |
| vi.   | Zonal Craft Mela, Bhubaneshwar : | Designated agency, Govt. of Orissa  |
| vii.  | Zonal Craft Mela, Mumbai :       | Designated agency, Govt. of Maharashtra   |
| viii. | Zonal Craft Mela, Gwalior :      | Designated agency, Government of Madhya Pradesh   |

**Funding pattern:** Financial assistance will be provided to each implementing agency on the basis of actual expenditure on infrastructure and publicity relating to the Craft Mela, up to a limit of Rs. 10.00 lakh. The admissible items of expenditure include setting up of temporary/permanent structures at the Mela site for making stalls, and facilities for weavers, expenditure on electricity and water and incidental expenses on conduct of the event. Items of expenditure admissible under publicity include expenditure on advertisements, hoardings, printing of posters, pamphlets etc. Where necessary, an advance limited to 50% may be released.

### **3.2. Setting up of Urban Haats**

The scheme for setting up of Urban Haats was introduced in 1997-98 to set up permanent marketing infrastructure in prime locations in the country to provide marketing outlets to the handloom weavers/craftspersons on the pattern of Dilli Haat. The scheme is funded directly by the Office of the Development Commissioner (Handlooms) and the Office of the Development

Commissioner for Handicrafts and the State Government concerned in the ratio of 35% : 35% : 30% respectively.

This component envisages setting up of Urban Haats at prime locations of tourist and business importance in the country. The participating craftspersons/weavers will sell handicraft/handloom products directly to the customers. This provides adequate direct marketing facilities to the craftspersons/weavers and eliminate middle agencies. Another feature of the Haat is that there will be adequate stalls selling authentic Indian cuisine of various regions in the country by rotation. The Food & Crafts Bazar will provide leisure and recreational facilities for both domestic and international tourists in line with Dilli Haat, which has reached international status in just three years of its existence. The guidelines of the design parameters governing urban haats and the level of financial assistance are given in **Appendix-V**.

**Selection of Projects for setting up of Urban Haats:** The proposals for setting up of Urban Haat will be scrutinised by a Governing Council, which will comprise the following:

- i. Development Commissioner (Handlooms)-Chairman
- ii. Development Commissioner (Handicrafts) -Member
- iii. Dy. Secretary/Director(IFW), M/o. Textiles -Member

In addition, the responsibility for policy formulation and overall control of the Haats will lie with a Governing Body. The Governing Body consisting of the following members shall be constituted and notified by the Government of each of the States in which an Urban Haat is sanctioned and the Governing Body shall be responsible for policy formulation and overall control of the Haat.

- i. Secretary to the State Govt. In-charge of Handlooms/Handicrafts - Chairman
- ii. Secretary to the State Govt. In-charge of Tourism - Member
- iii. Director, Handlooms/Handicrafts of the State Govt. - Member
- iv. Representative of DC (Handlooms), Ministry of Textiles - Member
- v. Representative of DC (Handicrafts), Ministry of Textiles - Member
- vi. Representative of Finance Department of State Govt. - Member

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

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

Ministry of Textiles, Govt. of India	70%	Rs.210.00 Lakh to be shared equally by Office of the Development Commissioner (Handlooms) and the Office of the Development Commissioner (Handicrafts)
State Govt. agency	30%	Rs. 90.00 Lakh

The Central assistance will be frozen at Rs.2.10 Crore per Urban Haat and any escalation in the cost shall be borne by the State Government/implementing agency.

Further, a lump-sum grant of Rs.15.00 Lakh in the first year and Rs.10.00 in the second year will be allowed from Govt. of India, Ministry of Textiles for publicity of the project.

### **3.3. Setting up of Marketing Complexes**

This component of the scheme is aimed at providing marketing assistance by setting up Marketing Complexes with a view to create permanent marketing outlets for handloom weavers/agencies. The component envisages setting up of Marketing Complexes in major Cities/towns of India catering to the concept of 'One Stop Shopping'. Consumers will have the advantage of choosing and procuring genuine handloom items of their choice directly from the showrooms of handloom agencies. The Office of the Development Commissioner for Handlooms would identify the cities/towns for the items mentioned above. Implementing agency would identify the suitable potential locations in the cities and towns for undertaking the above activities. Implementing agency would select and finalise eligible handloom agencies to participate in the above events as per the scheme.

#### **Participants :**

The following handloom agencies would be eligible to participate in the Marketing Complexes set up under this component :

- i) National level Handloom Organisations.
- ii) State Handloom Development Corporations.
- iii) State Handloom Apex Cooperative Societies.
- iv) Regional/Primary Cooperative Handloom Societies/ Federations.
- v) Handloom Export Promotion Council
- vii) Any other handloom agency/handloom exporter as approved by the Development Commissioner for Handlooms.

#### **Management of the Marketing Complex :-**

The management of the marketing complex, after construction/purchase will be through a Management Committee set up by the implementing agency in consultation with Office of the Development Commissioner for Handlooms and by involving representatives of the participating handloom agencies. The Development Commissioner for Handlooms may appoint a nominee on the Management Committee from the Office of the Development Commissioner for Handlooms or from any National Handloom Organisation or the concerned State Government.

**Implementing agency:** The Development Commissioner for Handlooms may select an appropriate national level handloom agency like NHDC, Handloom Export Promotion Council, ACASH or a State Level Apex Handloom organisation, with adequate financial and organizational resources to implement the project. In the case of a state level handloom organization, the said organization should be sponsored by the state government. Implementing agency will obtain the willingness from handloom agency about their participation and the project will be undertaken if sufficient number of agencies are willing to participate. It is essential that the agencies should be able to earn economic rate of return on their investment. After construction/acquiring of the Complex, the implementing agency will either use the Complex itself or sell or lease out the shops in the Complex to the eligible agencies.

Identified implementing agency will liaise and coordinate with the State Governments/local bodies/land development authorities/builders and reputed promoters etc. to

ensure acquisition of suitable marketing complex or construction of such a complex for handloom agencies as approved by the Office of the Development Commissioner for Handlooms.

**Funding pattern:** The funding of the project will be as follows:

- i) A Corpus fund has already been created and placed at the disposal of National Handloom Development Corporation (NHDC) for purchase of property/construction for setting up of marketing complex. After initial purchase/construction, NHDC will recover 50% of the amount from the participating handloom agencies.
- ii) Central Government will provide 50% grant assistance to implementing agency for purchase/construction of Marketing Complex and for interior decoration of the showrooms thus purchased/constructed. The balance 50% will be borne by the Implementing Agency. The maximum funds that the Central Government will provide as its 50% share will be limited up to Rs.5.00 crore.
- iii) For interior decoration in the common areas and landscaping of exteriors in the common areas in the Marketing Complexes, 100% assistance will be provided to the concerned implementing agency by the central government.
- iv) The Implementing Agency may allot the showrooms in the Marketing Complex to the handloom agencies on rotational basis on rent/lease or can sell the showrooms outrightly to the handloom agencies.
- (v) Recurring cost for renovation, maintenance and up-keep of the Marketing Complex/showrooms will be met by the Implementing Agency/occupants of the showrooms as the case may be.
- (vi) The showrooms once allotted to handloom agencies can be closed down/sold to other agencies only with the prior approval of Development Commissioner for Handlooms at the rate and prices, to be decided by Development Commissioner for Handlooms.
- (vii) All incidental charges including registration charges, property tax etc. will be paid by the owner of the showroom.
- (viii) Development Commissioner for Handlooms would consider 50% release of advance for the purchase of property to the Implementing Agency on submission of a detailed proposal for the purpose. Participating agency would be required to pay advance for booking of space and pay their share in the instalment as decided for each project by the Development Commissioner (Handlooms).

### **3.4. Publicity and awareness :**

Publicity is essential to boost the Handloom sector, which is the second largest source of employment after agriculture in the unorganised sector. Handlooms also form a part of the heritage of India and exemplify the richness and diversity of our country through the artistry of the weavers. Various schemes have been formulated/ implemented for the promotion and development of the handloom sector and for the welfare of the handloom weavers. Publicity & Awareness will assist in promoting the interests of the weavers and the handloom industry in a more concerted manner, and increasing awareness within and outside the sector of developments in design, technology and related matters.

The following activities may be taken up under this component :

**3.4.1 FILMS ON HANDLOOMS** – In order to create awareness and understanding among the public about the handloom sector, various types of films, documentaries, video clips, telefilms, etc. can be made. These films/documentaries/telefilms/video clips can be shown on the television channels, in handloom expos/events, in special events etc. This activity will assist in publicising and popularising the handlooms. In addition, films highlighting the technological advances in the handloom sector may be prepared for screening to handloom weavers to raise their awareness about these developments. The contents of the films, modalities of production and other terms and conditions will be decided by the Development Commissioner (Handlooms).

**Implementing Agency:** The proposal may come from National Handloom Development Corporation ( NHDC)/Association of Corporations and Apex Societies of Handlooms ( ACASH) State Governments, State Handloom Development Corporations/State Handloom Apex Cooperatives, Weavers` Service Centres.

**Funding pattern :** The Development Commissioner (Handlooms) will approve the funding pattern on merit.

**3.4.2 NATIONAL FESTIVALS** – The Office of the Development Commissioner for Handlooms, with the help of National Institute of Fashion Technology (NIFT), has been participating in the National festivals like Republic Day. This activity will continue in the 11<sup>th</sup> Plan. A Tableau would be prepared every year displaying a selected range of recently developed as well as traditionally renowned Handloom products.

**Implementing Agency :** The proposal may come from NIFT.

**Funding pattern :** The Development Commissioner (Handlooms) will approve the funding pattern on merit.

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

**Implementing Agency :** The proposal may come from NHDC, ACASH, State Handloom Development Corporations, State Apex Cooperative Societies and Weavers` Service Centres or any other agency found competent and approved by the Development Commissioner (Handlooms).

**Funding pattern :** For brochures, folders, catalogues, journals, books, maps etc. the ceiling would be Rs. 3.00 lakhs. For electronic publicity, funding pattern will be decided a Committee headed by the Development Commissioner for Handlooms on merits.

**3.4.4. SEMINARS AND WORKSHOPS** - On various occasions, Seminars/ Workshops may be organised to discuss and disseminate the latest know – how in handloom technology, design development, revival of traditional designs etc.

**Implementing Agency** : The proposal may come from NHDC, ACASH, Weavers' Service Centres, National Centre for Textiles Design, National Handicrafts & Handlooms Museum, etc.

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

**3.4.5. NATIONAL AWARDS** - In order to provide recognition to the best and the most deserving work among Handloom Weavers, National Awards and National Merit Certificates are given to the selected Master Weavers. National Awards consist of a Certificate, Angavastram, a copper plaque and cash award of Rs.50000/- and National Merit Certificate award consists of a certificate and a Cash award of Rs.10000/-. A Committee constituted for the purpose does the selection of weavers. The detailed guidelines for the selection of the national awards are given at **Appendix –VI.**

**Implementing Agency and Funding Pattern** : This activity will be undertaken in collaboration with the Office of the Development Commissioner for Handicraft who will give National Awards and Merit Certificates to its artisans and the expenses on Infrastructure, publicity and incidentals will be shared equally between the two Offices.

**3.4.6. MASTER CREATIONS PROGRAMME** – In order to provide an opportunity to the National awardees to present their products to the public, a special programme namely Master Creations Programme would be jointly organised every year by the Offices of Development Commissioner for Handlooms & Development Commissioner (Handicrafts), at Dilli Haat, New Delhi.

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

**Funding Pattern** : For one Masters Creations Programme, maximum funds available will be Rs. 10.00 lakh for space rent/infrastructure/publicity/incidental activities.

**3.4.7. APPROPRIATE TECHNOLOGY EXHIBITION** - Under this activity, exhibition–cum-training programmes on technological developments in the handloom sector would be organised by selected agencies such as NHDC, WSCs and IIHTs. This programme would be useful to the weavers enabling them to gain knowledge about the latest technologies being adopted, as well as allow them to market their products produced using the advanced technology, through the exhibition.

**Implementing Agency** : The proposal may come from NHDC, Weavers' Service Centres and IIHTs.

**Funding Pattern** : Maximum funds available will be Rs. 6.00 lakh for space rent/infrastructure/publicity/incidental activities.

**3.4.8. BUYER SELLER MEETS INCLUDING REVERSE BUYER SELLER MEETS** - Market penetration through participation in Buyer-Seller Meets including Reverse Buyer-Seller Meets will be undertaken. The implementing agency will put up a proposal to the Development Commissioner (Handlooms) who will decide the proposal and funds on merit.

**Implementing Agency** : The proposal may come from NHDC, ACASH, State Governments, State Handloom Development Corporations/State Handloom Apex Cooperatives, Weavers' Service Centres etc.

**Funding Pattern** : The financial ceiling would be Rs. 5.00 lakhs for space rent/infrastructure/publicity/incidental activities including TA/DA.

**3.4.9. MISCELLANEOUS PROMOTIONAL ACTIVITIES/EVENTS** - This will include publicity and promotional measures like road shows, live demonstrations, momentos, fashion shows, cultural exchange programmes including weavers exchange programmes approved/sponsored by various Ministries/Departments like Tourism, Culture, Office of the Development Commissioner for Handlooms etc. and any other media tool that may be found useful by the Development Commissioner (Handlooms) in publicising and popularising the handloom sector.

**Implementing Agency** : The proposal may come from NHDC, ACASH, State Governments, State Handloom Development Corporations/State Handloom Apex Cooperatives, Weavers' Service Centres etc.

**Funding Pattern** : The funding will be decided by the Development Commissioner (Handlooms) on the merit of the proposals.

### **3.5 Geographical Indication Act**

Measures would also be taken for protection of traditional handloom items, e.g., Baranasi brocades, Jamdani of Bengal etc., under GI Act. It is proposed to cover about 110 traditional handloom products of various States in the 11<sup>th</sup> Plan @ Rs. 1.50 lakh per product. Efforts will be made to bring more handloom products under the G.I. Act. Registration of individual handloom item may be done by the respective State Governments on their own or through their implementing agencies in a time frame of about 1 year at a cost of Rs.1.50 lakh per item or actual expenditure whichever is less. Any additional expenditure, if any, may be borne by the State Govt./agency. Funds may be released in two instalments i.e. 50% as advance and the remaining 50% after completion of the work.

### **3.6 Handloom Marketing Complex, Janpath, New Delhi** :

The Ministry of Urban Development and Poverty Alleviation, Government of India had allotted 1.779 acres of land at Janpath, New Delhi to the Ministry of Textiles on 25th June 2001 for construction of a world class Handloom Marketing Complex to provide infrastructural support to handloom agencies with a view to create permanent marketing outlets that will enable handloom agencies to augment their sales as also make available quality Handloom Products to the discerning consumers. The proposed handloom marketing Complex in the capital of India will serve as a window to the vast variety of handloom products produced all over the country by talented weavers. It will act as a forum for the promotion of handloom products both in the domestic and international market. The new building will house handloom agencies and attract discerning Indian and foreign buyers for shopping. It will also attract FDI in Handloom Sector, thus generating revenue and foreign exchange for the country. The building will be a state of art complex and is proposed to house the high-end of the handloom products from all over the country under one roof.

**Participants/Beneficiaries** : Handloom House and other organisations presently occupying built up space on this plot and other eligible agencies may also be accommodated in this building.

**Implementing Agency** : Office of the Development Commissioner (Handlooms)

**Management and maintenance** : The Management and maintenance of the Handloom Complex at Janpath will be under Special Purpose Vehicle (SPV) mode.

### **3.7 Handloom Mark**

Branding adds to enhancing the economic value of products and provides a focus around which product attributes and benefits can be articulated in a manner attractive to the consumers. Handloom Mark, launched by the Hon'ble Prime Minister on 28th June, 2006, is one very important step in establishing a strong brand image for handloom products. The purpose of Handloom Mark is to distinguish a handloom product from the powerloom and mill made product. Handloom Mark will be used for brand building of handloom products in India and abroad.

**Beneficiaries** : Individual weaver, master weavers, retailers, Corporations/Cooperatives and exporters.

**Implementing Agency** : Textile Committee – a Statutory Body under the administrative control of the Ministry of Textiles.

**Financial Assistance** : As per the plan of action approved by the Office of the Development Commissioner for Handlooms.

A wide gamut of publicity activities like advertisements, syndicated articles and editorials in newspapers and magazines in India and abroad, electronic publicity, outdoor publicity, specialised events and exhibitions in India and abroad, fashion shows, and any other media tools/activities approved by the Development Commissioner for Handlooms will be undertaken.

### **4.0. Monitoring and Evaluation**

In order to ensure that the activities taken up under the scheme are in consonance with the stated objectives of the scheme and are implemented in the manner prescribed in the relevant guidelines and in the overall interest of the growth and development of handloom sector, the Office of the Development Commissioner will monitor the implementation by obtaining periodic reports from the implementing agencies. In addition, the competent authority will verify the implementation of the components as per the prescribed guidelines, at the time of release of funds.

## **HANDLOOM EXPORT PROMOTION**

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

- i. To identify and assist suitable Apex/Primary handloom cooperative societies & corporations in developing the products that are export-worthy by providing such interventions such as engaging of a professional designer for design development, up-gradation of skill, engaging of a professional Marketing Consultant etc.
- ii. Market penetration through participation in International Exhibitions, Buyer-Seller Meets including Reverse Buyer-Seller Meets etc. as also publicity and brand development through Handloom Mark and other measures.

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

- i. Export Project
- ii. International Fairs & Exhibitions
- iii. Setting up of Design Studios
- iv. Miscellaneous Promotional Events/Activities

#### **6.1. Export Projects**

Export Projects will be sanctioned to assist in developing of exportable products and international marketing thereof.

##### **6.1.1. An Export Project will have the following sub-headings:**

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

##### **6.1.2. Agencies eligible for implementing the Export Project :**

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

##### **6.1.3. Agencies eligible to recommend Export Project :**

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

**6.1.4. Funding pattern for Export Project :**

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

**6.1.5. Release of funds: -**

- a) On sanction of an Export Project, 50% of the approved outlay for the items 1 to 4 in the table above will be released as first instalment. The release for the balance amount shall be considered only after submission of utilization certificate of the amount released earlier as well as review of the progress by the Office of the Development Commissioner for Handlooms.
- b) 25% of the total outlay for the items 5 to 7 in the table above will be released only after development of atleast 25 designs into fabrics. Subsequent releases of 25% each will be based on the performance on the target laid down in MOU signed.

**6.1.6. Details of sub-headings under Export Project :**

- i) **Selection of handloom agencies for Export Projects:** The selection of agencies shall be made based on their financial strength, satisfactory track record in

product diversification and product innovation, with particular emphasis on their capacity to produce quality goods of exportable range, and their potential to meet the changing requirements of the volatile export market. Only those agencies will be eligible to apply for and sanctioned Export Projects whose average domestic sales turnover in the last three years is atleast Rs. 50.00 lakhs.

- ii) **Selection of designers:** The Development Commissioner for Handlooms will appoint the designer for the Export Project. The designer needs to be qualified from reputed institutions like National Institute of Fashion Technology (NIFT), National Institute of Designs (NID), Ahmedabad or any other national level reputed Fashion Institute and must have atleast 3 years experience, expertise and exposure in the textiles sector. The duties and responsibilities of the designer will be as per the Memorandum of Understanding (MOU) to be signed between the designer and the Export Project implementing agency. It shall be compulsory for the designer to sign the MOU.
- iii) **Modification of looms and upgradation of skill of weavers:** The requirement of Looms and accessories for the weavers of the implementing agencies shall be worked out carefully according to the need and shall be supplied to the weavers to facilitate not only the development of quality samples but for continuous production of exportable varieties of handloom products. It may be necessary to train weavers to enable them to adapt themselves to the modified looms and accessories, which may be required for development of handloom products of international standard. Further, the weavers need to be trained to weave new designs. The designer shall render assistance for such training to the weavers and technical staff of the handloom agency or the agency may take assistance of concerned WSC and all expenditure involved on imparting such training shall be booked to the project account.
- iv) **Engagement of Marketing Consultant:** It is proposed to engage Marketing Consultant for the Export Projects to guide the implementing agencies for marketing of the products developed under the Export Project. The Marketing Consultant will be responsible for linking the agencies with the buyers/importers and helping the implementing agency in marketing of the products so developed under the project.
- v) **Publicity & Marketing:** The Export Project implementing agency shall participate in international fairs and exhibitions held in India and abroad. Financial assistance worth Rs. 10.00 lakh (GOI Share Rs. 7.50 lakh and Agency Share worth Rs. 2.50 lakh) is available for such participation.

#### **6.1.7 Monitoring:**

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

- i) Name of the implementing agency:
- ii) Location of the project:
- iii) Product range developed:

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

The office of the Development Commissioner for Handlooms will also monitor progress of each Export Project on periodical basis.

#### **6.1.8 Involvement of SC/ST and Women Weavers:**

Special attention shall be paid to involve SC/ST and women weavers at all stages of implementation of the Export Project.

#### **6.2 International Fairs & Exhibitions:**

Under this sub-component, eligible agencies will be funded for participation in international fairs/exhibitions/BSMs/ Reverse BSMs etc.

##### **6.2.1. Agencies eligible for organising participation of their members in International Fairs & Exhibitions:**

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

##### **6.2.3 Funding pattern for International Fairs & Exhibitions:**

- a) **Space rent:** Maximum of Rs. 30.00 lakh would be given for space rent, stall decoration/construction, maintenance including administrative expenses, etc. The administrative expenses should not exceed 10% of Rs. 30.00 lakh.
- b) **Publicity:** Funds would be provided in the ratio of 60:40 between GOI and the organising agency.
- c) **Travel grant to the participants:** Travel grant would be actual or Rs. 50,000/-, whichever is less for one participant from each participating agency in international exhibitions held abroad. Disbursement of travel grant will be through the organising agency.
- d) 100% grant will be provided for the official (s) of HEPC, HHEC, ACASH etc. for travel, DA, accommodation only in international exhibitions held abroad. In a fair/exhibition where more than 20 participants participate, two officials of HEPC, HHEC, ACASH etc. may be deputed for the fair/exhibition.
- e) In the case of Reverse Buyer Seller Meet, the assistance to reverse visits of prominent buyers and representatives of leading buying houses etc. for visiting important trade fairs/exhibitions/BSMs in India will be provided. The assistance will be up to a maximum of Rs. 30.00 lakh for venue cost, administrative expenses, stall decoration/maintenance, publicity, cost of catalogues, translation and interpreter charges and any other component approved by the Development Commissioner for Handlooms. Travel grant for foreign visitors would be actual or Rs. 50,000/- whichever is less per participant. No boarding/lodging will be provided.

### 6.3 **Setting up of Design Studios:**

In order to widen the scope and provide innovative designs, colour forecast etc. to a larger number of exporters, Design Studios will be set up in major handloom export clusters. The Implementing Agency for setting up of Design Studio will be Handloom Export Promotion Council (HEPC)/Consortium of HEPC and Exporters and State Government. HEPC will be the nodal agency for its monitoring. The maximum funds available for setting up the Design Studio would be Rs. 1.00 crore which will be shared between GOI and the Implementing Agency in the ratio of 75:25. The terms and conditions for setting up the Design Studio and release of funds etc. will be decided by the Development Commissioner for Handlooms on receipt of viable proposal.

### 6.4 **Miscellaneous promotional events/activities:**

Miscellaneous promotional events/activities may include Sourcing Shows, publication of exporters' catalogues/brochures/directories, CD-Rom including development and maintenance of web-sites, deputation of weavers for setting up sales counters and live demonstrations during international exhibitions/fairs/ in India and abroad/ participation in cultural exchange programmes agreed between India and other countries boosting exports or any other activity/measure that may be considered useful in dissemination of information/promotion and development of export market will be considered on merits of the proposal by the Development Commissioner for Handlooms. Funding for this component will depend upon the merit of the proposal and decided by the Development Commissioner for Handlooms. The proposals may come from HEPC, ACASH, HHEC, ISEPC, NIFT or any other handloom export promotion agency approved by the Development Commissioner (Handlooms).

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

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

	<u>Looms</u>	<u>Weavers</u>		
		Male	Female	SC ST
Existing :				
	<u>2004-05</u>	<u>2005-06</u>	<u>2006-07</u>	
6. Annual Sales Turnover for the last three years ( Enclose audited statement for each year) :
7. Profit/loss for the last three years ( Enclose audited statement) :
8. Export Turnover, if any ( both direct and through Exporters) during last three years:
9. Details of Products to be developed:
  - a) Existing product range:
  - b) The proposed range of products:
10. No. of looms required to be modified and nature of modification:
11. No. of weavers required to be covered/

trained

12. Components of the proposed project and financial implications and sharing thereof between GOI and the Agency:
13. Duration of the project:
14. Whether Export Project implemented earlier, if so, with what results.
15. Whether any UC is pending in any of the scheme of office of D.C. Handlooms, Ministry of Textiles and Office of D.C. Handicrafts
15. Whether Action Plan for design and product development from designer's side has been enclosed with the project proposal?

Countersigned

Signed

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

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

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

1. State Director of Handloom's recommendation or recommendation of Officer in Charge of concerned Weavers Service Centre.
2. Project profile, indicating objectives of the project, componentwise outlay proposed, justification for each component and details of activities to be carried out under the project; componentwise sharing between Government of India and Agency; pre-project scenario and post project scenario etc.
3. Copy of Registration Certificate in respect of the implementing agency.
4. A certificate by the State Director of Handlooms/Officer in charge of WSC or by the authorised signatory of the implementing agency, stating that the implementing agency is not involved/indulged in any corrupt practice.
5. Copy of the audited Statement of Accounts for the last three years (Balance sheet, trading account and profit and loss account).
6. Prior tie up with a qualified and experienced designer (preferably from NIFT, NID etc.) along with his/her bio data, credentials and plan of action.

## **MARKETING AND EXPORT PROMOTION SCHEME:**

### **Component of Marketing Promotion : National Handloom Expo.**

#### **Detailed guidelines and prescribed Proforma for final report in respect of National Handloom Expo**

As part of the marketing strategy, the office of the Development Commissioner for Handlooms has been organizing National Handloom Expos and Special Expos. With the passage of time, these events have gained popularity and sales generated at these events have increased significantly. It has, therefore, been decided to continue this activity in the XI Plan.

### **1. NOMENCLATURE, PERIOD AND NUMBER OF EVENTS:**

Each National Handloom Expo would be for a period ranging 2 to 3 weeks. The Development Commissioner (Handlooms) would also decide every year on the number of events, place and duration depending upon the requests from States, marketing potential of the proposed location, availability of funds, predetermined dates of District Level Fairs, Craft Melas etc.

### **2.OBJECTIVES:**

National Handloom Expos` would have the following objectives:-

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

### **3. GUIDELINES TO BE FOLOWED FOR THE NHE:**

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

- i) The NHE will feature at least 50 – 70 stalls, all of equal floor area.
- ii) Handloom products of at least 10 States and UTs will be represented.
- iii) Normally no State / UT will be allotted more than 5 stalls each in a NHE. However, more than 5 stalls may be allotted only if there are vacant stalls for some

reasons. In case, a host State is selected in an NHE, 25% of the total number of stalls may be allotted to agencies from that State.

iv) If stalls are being allotted in the same venue to other related agencies like handicrafts, khadi etc., these should be clearly delineated and the expenditure on these stalls should not be loaded on to the NHE accounts.

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

vi. Selection of agencies and allotment of stalls to the selected agencies will be done in a fair and transparent manner by the Implementing agency. In case the Implementing Agency is a State Government / State agency, the Implementing Agency will constitute a committee comprising handloom department official(s) and a nominee of office of Development Commissioner for Handlooms for this purpose, which will decide the procedure for allotment and give due publicity. In case the Implementing Agency is National level Organisations like NHDC, ACASH etc, the organisation will constitute a committee in which the nominee of Office of DC(Handlooms) will be present.

vii. A customer assistance centre will be set up in each NHE and manned by officials of the Implementing agency to see that excessive pricing and unfair practices are curbed.

viii. The Implementing agency will ensure that a record is maintained of agencywise, daily sales figures. The daily sales figures will be faxed to the State Secretary/Commissioner for Handlooms by the following morning.

ix. As far as possible, the NHE should also be used as a source for collecting market intelligence in a systematic manner by conducting customer survey and analysis of sales figures during the event and also by gathering data that will be useful in organizing the event in a better manner in the following years.

x. No subletting of stalls should be allowed under any circumstances and there should be strict and regular surprise checking to ensure this.

xi. The allotment of stalls should be done as far as possible by open lottery. This will ensure that the so called better located stalls are not cornered by a favoured few.

xii. Copy of receipt towards ground rent and electricity charges should be submitted alongwith the final claim.

#### **4. PARTICIPATION:**

The following handloom agencies are eligible:-

i. All levels of Handloom Cooperative Societies , Corporations and Primary Cooperative Societies.

ii. Non-Government Organizations engaged in Handlooms and fulfilling the norms laid by CAPART.

iii. Self Help Groups engaged in Handloom production.

## 5. IMPLEMENTING AGENCEIS:

The National Handloom Expos will be organized by National Handloom Organisations like NHDC, ACASH etc., State Governments directly or through a State level handloom Agency / Federation and Weavers Service Centres.

## 6. ASSISTANCE FOR THE PARTICIPANTS.

It has been decided to substantially boost the financial assistance to give marketing a thrust to participants in the shape of infrastructural support, stall rent, electricity charges, publicity, backup services, administrative expenses etc. The details of assistance are as below:

Sl.No.	Type of assistance	Place above 15 lakh population	Place upto 15 lakh population	Remarks
1	Stall rent / infrastructure	Rs.13.00 lakh	Rs.5.00 lakh	Rs.13.00 lakh and Rs.5.00 lakh as mentioned in Col. 3 & 4 or 50% of the actual expenditure ( less expenditure received from the participants towards stall rent), whichever less is admissible. IN case of NHE having above 15 lakh population, it is expected to have at least 45,000 sq.ft. constructed area excluding theme pavilion and 25,000 sq.ft. area in case of places having population upto 15 lakh. The Govt. of India assistance would be available for actual rea utilized by the various agencies as per their entitlement or actual occupancy whichever is less. In case of lesser area utilized by the participating agencies, assistance would be

				reduced proportionately. For primaries 500 sq.ft. or 1500 sq.ft. for Apex organization.
2.	Electricity charges	Rs.3.00 lakh	Rs.1.80 lakh	50% of the actual expenditure or s.3.00 lakh and Rs.1.80 lakh as mentioned in Col.3 & 4 Less expenditure received from the participants towards electricity charges) whichever is less is admissible.)
3.	Participants lumpsum	Rs.5,000/- per participant subject to a maximum of Rs.3.00 lakh	Rs.3,000/- per participant subject to a maximum of Rs.1.20 lakh	Above 15 lakh population-60 participants(Maximum). Upto 15 lakh population, 40 participants maximum)
4.	Publicity expenses	Rs.10.00 lakh	Rs.5.00 lakh	The scheme has a provision of organizing seminar, workshop and Buyer seller meet during the expo. Out of the maximum amount given in column No. 2 & 3, maximum of 75% or actual amount incurred whichever is less is meant for Expo publicity and 25% or actual expenditure incurred whichever is less is for workshop, seminar and Buyer seller meet arranged during the expo.
5.	Backup services	Rs.4.00 lakh	Rs.2.00 lakh	Backup services include fire brigade, bank, security, first-aid, post office, maintenance of

				ground, public convenience, public announcement etc. Assistance would be available maximum as mentioned in column 2& 3 or actual whichever is less..
6.	Administrative expenses	Rs.3.00 lakh	Rs.1.00 lakh	Out of the maximum amount mentioned in column No. 2 & 3, 25% is meant for workshop, seminar, BSM etc., and the rest 75% is meant for holding the expo.
7.	Theme pavilion	Rs.1.75 lakh	Rs.1.75 lakh	Rs.1.75 lakh or actuals whichever is less.
8.	Display at Theme Pavilion	Rs.0.25 lakh	Rs.0.25 lakh	Rs.0.25 lakh or actual whichever is less.

#### **7. WSC's THEME PAVILION IN EXPOS:**

- To meet the objectives of para 2 (iii) & (iv) a Theme Pavilion of 500-2500 Sq. Ft. as may be decided by the Development Commissioner for Handlooms would be set up in the Expo.
- For each expo a Theme Pavilion would be decided well in advance by the Office of the Development Commissioner for Handlooms asking the prospective participants to develop their products covering the theme also.
- Display in the WSC Theme Pavilion would be entrusted to the concerned WSC. An amount of Rs.25,000/- would be paid by the Office of the Development Commissioner for Handlooms for the expenses related to display in the Pavilion.
- Infrastructure for the Theme Pavilion.
- The implementing Agency would be responsible for setting up the WSC Theme Pavilion. The entire cost of Pavilion would be incurred by the Office of D.C. Handlooms within the overall limit for assistance to each National Handloom Expo.

#### **8. WORKSHOP, SEMINAR, BUYER SELLER'S MEET (BSM) ETC. IN EXPOS.**

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

## **9. ADVANCE, BALANCE, CHARGES FROM PARTICIPATING AGENCIES BY THE IMPLEMENTING AGENCIES.**

Up to 50 percent of the total estimated amount payable, will be released by the Office of the Development Commissioner for Handlooms on an 'on-account basis' directly to the implementing agency, atleast 2 months before commencement of the National Handloom Expo. The balance amount would be reimbursed on production of audited accounts duly certified by the Chartered Accountant/Govt. Auditor through the Director of Handlooms and submission of final report as per the format enclosed. Implementing agencies would fix up the overall charges for participants (inclusive of the balance 50% of the contracted rate for stall construction, balance expenses towards back up and other services, in such a manner that after charging its own administrative expenses, the expo is organised as far as possible on a No-Profit-No-Loss basis. It would recover/ refund any due amount keeping in view the actual expenses.

## **10. ROLE OF STATE GOVERNMENT.**

(a) The State Governments are expected to continue to provide assistance to the implementing agencies and participating agencies in organising Expo in a befitting manner and to provide financial assistance like payment of special rebate on sale, adequate publicity support etc. to encourage marketing of handloom product.

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

## **11. ROLE OF PARTICIPANTS.**

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

## **12. FINAL REPORT.**

After the conclusion of the Expo, a final report indicating the total area, the number of participants, level of sales, area allotted, feedback received, suggestions for future expos, inflow-outflow statement of funds, etc. is to be submitted by the Implementing Agency in Form NHE-FR given below :

**NATIONAL HANDLOOM EXPO- FINAL REPORT**

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

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

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

Signature of the Chartered Accountant.

Countersigned by the Director of Handlooms of the State.

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

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

### **13. MONITORING**

Basic responsibility to organise a 'National Handloom Expo' as per the scheme would be of the implementing agency. Directors of Handlooms of the State where it is being held, nominate officers to see proper conduct of expo, which would be included in the final report too. DC(Handlooms) nominates a representative from the Office of the DC(Handlooms)/WSC or any other organisation to carry out sample checking of these expos.

**MARKETING AND EXPORT PROMOTION SCHEME:  
Component of Marketing Promotion: Special Expos.**

**Detailed guidelines and prescribed Proforma for final report in respect of Special Handloom Expos**

In order to diversify the marketing channels, in addition to National Handloom Expos, the Office of the DC(Handlooms) will organise Special Expos at national level, regional level and state level. National level Special expos will be for specific fibres such as Wool, Silk etc. or for specific products like sarees, home furnishings etc. Regional level Special Expos will be for products/items of a specific Region like Handloom Expo of North Eastern States, Cotton Handlooms of South, Cotton Handlooms of East etc. The State level Special Expo will be for handloom products of that State. The Special expos will be for a duration of two to three weeks. In addition, ACASH will organise a special expo during India International Trade Fair organised by ITPO in Pragati Maidan, New Delhi.

**PARTICIPANTS:**

- (i) All levels of Handloom Apex Cooperatives, Corporations/Federations and Primary Cooperative Societies.
- (ii) Non-Government Organisations engaged in Handlooms and fulfilling the norms laid by CAPART.
- (iii) Self-Help Groups engaged in handloom production.

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

**(i) NATIONAL LEVEL:**

National Level Special Handloom Expos for specific fibres like silk, wool etc. and for specific products like sarees, home furnishings etc. will be organised by national level handloom Corporations/ Federations/ apex societies and national handloom organisations like NHDC, ACASH etc. as also by the State Governments directly with participation of agencies from the different parts of the country for which funds up to Rs.20.00 lakh as mentioned below or actual expenditure incurred whichever is less would be provided to the implementing agency. There should be at least 40 participants/stalls in the expo.

- a) Stall rent/infrastructure including electricity charges Rs.10.00 Lakh

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

**(ii) REGIONAL LEVEL:**

Regional level Special Expos may be organised by a national level Handloom Organisation for the products of a particular region. The Regional level Special Expo may be organised by a National level Handloom Organisation like NHDC, ACASH etc. Handloom Agencies from the selected region will participate in the expo. There should be at least 35 participants/stalls in the expo. Funds to the extent of Rs.10.00 lakh as mentioned below or the expenditure incurred whichever is less would be provided to the implementing agency.

a)	Stall rent/Infrastructure including electricity charges	Rs. 06.00 lakh.
b)	Publicity.	Rs. 02.00 lakh
c)	Administrative Expenses.	Rs. 01.50 lakh
d)	Back up Service.	<u>Rs. 00.50 lakh</u>
	Total:-	<u>Rs. 10.00 lakh</u>

**(iii) STATE LEVEL:**

( 1) Special Exhibition for products of the respective State may be organised through the State Govt./State agency/Apex society/Federation in their State or in other States. There should be at least 25 participants/stalls in the expo. The funding to the implementing agency would be Rs.8.00 lakh as mentioned below or the actual expenditure incurred whichever is less.

a)	Stall rent /Infrastructure. including electricity charges	Rs. 6.00 Lakh
b)	Publicity.	<u>Rs. 2.00 Lakh</u>
	Total:-	<u>Rs. 8.00 Lakh</u>

**(2) STATE LEVEL SPECIAL EXHIBITION IN THE NORTH EASTERN REGION:**

These exhibitions may be organised by the respective State Govt. or by the state agency and the funding pattern to the implementing agency in view of the difficult terrain of the region would be Rs 10.00 lakh as mentioned below or actual expenditure incurred whichever is less. There should be at least 20 participants/stalls in the expo.

a)	Stall rent /Infrastructure. including electricity charges	Rs. 8.00 Lakh
b)	Publicity.	Rs. 2.00 Lakh
	Total: -	<u>Rs. 10.00 Lakh</u>

**(iv) SPECIAL EXHIBITION FOR PARTICIPATION IN IITF, DELHI.:**

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

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

The funds will be Rs.6.00 lakh as mentioned above or actual expenditure incurred whichever is less will be paid.

**2. ADVANCE,BALANCE,CHARGES FROM PARTICIPATING AGENCIES BY THE IMPLEMENTING AGENCIES.**

Up to 50 percent of the total estimated amount payable, in respect of the Special Expos of the aforementioned categories will be released by the Office of the Development Commissioner for Handlooms on an 'on-account basis' directly to the implementing agency, at least 2 months before commencement of the Special Handloom Expo. The balance amount would be reimbursed on production of audited accounts duly certified by the Chartered Accountant/Govt. Auditor through the Director of Handlooms and submission of final report as per the format enclosed. Implementing agencies would fix up the overall charges for participants (inclusive of the balance of the contracted rate for stall construction, balance expenses towards back up and other services), in such a manner that after charging its own administrative expenses, the Special expo is organised as far as possible on a No-Profit-No-Loss basis. It would recover/ refund any due amount keeping in view the actual expenses.

**3. ROLE OF STATE GOVERNMENTS.**

a) The State Governments are expected to continue to provide assistance to the implementing agencies and participating agencies in organising Special Handloom Expo in a befitting manner and to provide financial assistance like payment of special rebate on sale, adequate publicity support etc. to encourage marketing of handloom product.

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

#### **4. ROLE OF PARTICIPANTS:**

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

#### **5. FINAL REPORT.**

After the conclusion of the Special Handloom Expo, a final report indicating the total area, the number of participants, level of sales, area allotted, feedback received, suggestions for future expos, inflow-outflow statement of funds, etc. is to be submitted by the Implementing Agency in Form SHE-FR given below alongwith a copy of receipt towards ground rent and electricity charges.

**SPECIAL HANDLOOM EXPO- FINAL REPORT**

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

01. Name of the expo indicating venue & city.
02. Period
- 03 Total area including vacant space.
- 04 Area allotted to participants.
05. No. of participants.
06. Level of sales.
07. Is inflow & outflow of funds attached. Yes/No
08. Publicity modes.
09. Head wise details of expenditure
10. Number of beneficiaries
11. Suggestions for future expos.

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

Signature of the Chartered Accountant.

Countersigned by the Director of Handlooms of the State.

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

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

**6. MONITORING**

Basic responsibility to organise a `Special Handloom Expo` as per the scheme would be of the implementing agency. Director of Handlooms of the State where it is being held, should nominate officers to see proper conduct of expo, and their particulars should be included in the final report too. DC (Handlooms) will nominate a representative from the Office of the DC(Handlooms)/WSC or any other organisation to carry out sample checking of these expos.

**MARKETING AND EXPORT PROMOTION SCHEME:**

**Components of Marketing Promotion : District Level Event**

**DETAILED GUIDELINES AND PRESCRIBED PROFORMA FOR FINAL REPORT IN RESPECT OF DISTRICT LEVEL EVENTS:**

1. The District Level Events are organised at a small level for a duration of 5 to 7 days in the different parts of the country with a minimum of 20 participants in each DLE. These events are organised for some special occasions like Durga Pooja, Dussehra or other important festivals/memories. The aim of such events is to protect the Handloom weavers to clear their unsold or piled up stock so as to enable them to pull on their day to day needs. As the events are for short duration, the societies show their interest to do more and more events and to sell their handloom products on a regular basis. The criteria for organising the events and financial assistance being given to them are as detailed below:

**2. ORGANISING AGENCIES**

- A) Directors of Handlooms of the various States/UTs
- B) State Handloom Development Corporations
- C) State Level Handloom Cooperative Federations/Apex Societies
- D) District Rural Development Agencies.
- E) Weavers Service Centres
- F) Implementing Agencies selected under the Integrated Handloom Development Scheme of office of Development Commissioner(Handlooms)

**3. FUNDING PATTERN**

Government of India will provide assistance of a maximum amount of Rs.2.00 lakh towards infrastructure and publicity for holding each District Level Event to the organising agency as per the details given below:-

i). Infrastructure	Rs.1.50 lakh or actuals, whichever amount is less.
ii). Publicity	Rs.0.50 lakh or actuals, whichever amount is less
Total :-	Rs.2.00 lakh

Besides this, a sum of Rs.2,500/- per event will be paid to the Weavers` Service Centre which is nominated for carrying out field checking.

#### **4. ADVANCE FOR DISTRICT LEVEL EVENTS**

Up to 50% of the total amount payable to the implementing agency for events to be organized by it can be given as advance at the commencement of the financial year. For this, the proposal for advance/ sanction should be submitted in format DLE-I attached. Balance funds would be released by Office of DC(Handlooms) to the implementing agencies directly on submission of detailed accounts duly certified by the Chartered Accountant/ Govt. Auditor alongwith monitoring report in form DLE-II attached through the Director of Handlooms, within three months of the completion of the event.

#### **5. PUBLICITY OF THE EVENT**

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

All advertisements, hand bills banners / posters, invitation cards and other publicity material should invariably indicate **sponsored by Development Commissioner for Handlooms, Ministry of Textiles, Government of India.** **The invitation card of the proposed DLE is required to be sent to the Office of DC(Handlooms) at least 15 days before the inauguration of the event.**

#### **6. RENT OF PLACE / VENUE**

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

#### **7. ROLE OF STATE GOVERNMENT.**

(a) The State Governments are expected to continue to provide assistance to the implementing agencies and participating agencies in organising District Level Events in a befitting manner and to provide financial assistance like payment of special rebate on sale, adequate publicity support etc. to encourage marketing of handloom product.

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

#### **8. ROLE OF PARTICIPANTS.**

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

## **9. FINAL REPORT.**

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

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

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

**District/Regional Level Fair/Festival-Selection**

**I. EVENT**

1. Name of event.
  2. Type of event (Fair/Festival) etc.
  3. Venue.
  4. District
  5. Period with dates as per English Calendar.
- Importance of the event (not more than 3-4 sentences).

**II MARKETING POTENTIAL**

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

**III PRESENT ADMINISTRATIVE MACHINERY.**

- Name of the Mela Authority.
- Name of Handloom Organisation responsible to organise Participation (Implementing agency)

**IV STALLS**

No. of stalls proposed for participants alongwith area.

**V PUBLICITY**

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

**REPORT ON DISTRICT/REGIONAL LEVEL FAIRS/FESTIVALS**

**1. EVENTS**

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

**2. MARKETING**

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

**3. ADMINISTRATIVE MACHINERY**

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

**4. STALLS**

No. of Stalls given to participants along with area.

## 5. PUBLICITY

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

**FORMAT-III**

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

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

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

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

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

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

Signature  
Name  
Designation  
(Implementing agency)

Countersigned  
Director/Commissioner (HL & Tex.) Seal

**MARKETING AND EXPORT PROMOTION SCHEME:**

**Component of Marketing Promotion: Craft Melas.**

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

1. In order to ensure that genuine weavers get an opportunity for participation in various melas and the same weavers are not repeatedly allowed participation to the exclusion of others who had not got such opportunity in the past, there, is a need to undertake the task of selection of weavers in a more systematic manner. There have been instances when weavers participated in a craft other than the one they actually practise, indicating the participation of traders etc. and weavers selling non-handloom items also. The following procedure is now prescribed to be operational for the Craft Melas during XI Plan.

**2. PROCEEDURE FOR SELECTION OF PARTICIPANTS:-**

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

- (a) that the names, addresses, disciplines noted in the bio data by the craftsmen/Weavers are bonafide; and
- (b) that the nominations are genuine weavers and not traders/middlemen.

(ii) The Weavers Service Centre, Director of Handlooms and Textiles/Managing Directors of Apex Societies/Corporations and Federations should identify all deserving weavers practicing different craft/disciplines in the area of their jurisdiction on the basis of field survey and update enrolment register maintained by them. Out of the list of deserving weavers so prepared, weavers who need Government support and can, in turn, market good genuine handloom products and supply against orders taken in the craft melas as per delivery schedule should be short listed. It is also enjoined upon all that a list of 20-30 Handloom Weavers be prepared and their proposal should come along with the complete bio-data with their latest photographs attested by the sponsoring authority of the level of an Officer not below the rank of Assistant Director of Handlooms under the State Govts., the Officer In charge in the case of Weavers Service Centres; and Head of the Marketing Division in the case of Apex Societies/Corporations and Federations as per the proforma enclosed with this letter. The bio-data should contain the complete address of the Weavers and specific craft.

(iii) All the Weavers selected for participation in different craft melas should be issued Identity Cards with photographs (to be collected from the weavers) by the respective WSC to guard against cases of impersonation. If there is no WSC located in the area, the weavers would be required to get it from M&SEC of Handicrafts or Director of Handlooms/Textiles in the area. The selected weavers should sell only those handloom

items, which have been indicated in the bio-data as being produced by them. The defaulting weavers will be dealt with sternly and blacklisted from participation in future programmes.

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

(v) Adequate representation of women and SC/ST/OBC/minority Community Weavers must be ensured. As in the past, each discipline has to be adequately represented by selecting maximum number of National/State Awardees. Efforts should be made not to nominate more than 03 weavers representing similar craft from the same State for each mela out of which, not more than 02 should be selected. Adequate nominations of languishing and extinct crafts should be given and clearly indicated while sending a list. The weavers who have participated in the preceding two craft melas and for 03 times since inception, in any of these melas should not be considered for participation in the same.

(vi) The Craftsperson/Weavers should bring their tools, looms etc. to the mela site as all participants are required to demonstrate their skill daily from 10.00 a.m. to 05.00 p.m. In the event of inability to demonstrate, the craftsperson/weavers would have to vacate the stalls immediately.

(vii) The aforesaid procedure will remain in force until further orders.

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

### **3. IMPLEMENTING AGENCY:**

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

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

#### **4. FUNDING PATTERN:**

Government of India will provide assistance of a maximum amount of Rs.10.00 lakh towards infrastructure and publicity to be given to the Mela Organising Authority like Surajkund Mela etc.

#### **5. ADVANCE FOR CRAFT MELA**

Up to 50% of the total estimated amount payable, will be released by the Office of the Development Commissioner for Handlooms on an `on account basis ` directly to the implementing agency, at least 2 months before commencement of the Craft Mela. The balance amount would be reimbursed on production of audited accounts duly certified by the Chartered Accountant/Govt. of Auditor after completion of the event.

#### **6. ROLE OF STATE GOVERNMENT.**

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

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

#### **7. ROLE OF PARTICIPANTS.**

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

#### **8. FINAL REPORT**

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

**FORMAT FOR CRAFT MELA**

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

Name of the Crafts \_\_\_\_\_ Photo duly attested  
Registration NO. \_\_\_\_\_ by the recommending Officer

Name & Full postal address of weaver  
( in capital letters)

Father's/Husband's Name \_\_\_\_\_

Age/Date of birth of weaver \_\_\_\_\_

Whether SC/ST/OBC/

Physically Handicapped \_\_\_\_\_

Whether National/State Awardees/

Merit Certificate Holder \_\_\_\_\_

No. of persons employed in family, If any \_\_\_\_\_

Details of Items produced \_\_\_\_\_

Items (qty)	Price Approx.	Annual prodn.
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\_\_\_\_\_

Total amount of goods that can  
be brought for sale for Craft Mela \_\_\_\_\_

Whether participated in any craft Mela of  
O/O DC(HL) or in Dilli Haat  
in individual capacity \_\_\_\_\_

Whether participated in any of above  
as member of any Weavers Coop. Society  
.if so, Name of the Society \_\_\_\_\_

Total Experience :-

(a) In Handlooms \_\_\_\_\_

(b) In other sources \_\_\_\_\_

Name & Sign of the Weaver \_\_\_\_\_

Signature of the recommending authority  
Name & Designation with Office Seal

### UNDERTAKING BY WEAVER

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

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

### UNDERTAKING BY THE SPONSORING AUTHORITY

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

**It is also certified that**

- (i) the names, addresses, disciplines noted in the bio data by the craftsmen/Weavers are bonafide; and*
- (ii) that the nominations are of genuine weavers and not traders/middlemen.*

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

## **MARKETING AND EXPORT PROMOTION SCHEME**

### **Component of Marketing Promotion: Urban Haat.**

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

##### **1. OBJECTIVE:**

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

##### **2 ELIGIBILITY:**

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

##### **3. LOCATION:**

The Urban Haat will be set up at strategic locations in urban area in consultation with concerned State Governments. The area should be developed providing the ambience suited to such a Haat, which pre-supposes creation of green belts in and around the Haat with sufficient open spaces. The area of the Haat may vary depending upon availability of land. It may, however, be not less than 18000 Sq. meters. The responsibility of providing developed land at a suitable location will be of the concerned State/implementing agency. The clear title of the land should be in the name of Implementing agency and it should be free from all encumbrances.

##### **4. DESIGN CONCEPT:**

The area will be developed as a park where, constructed area is limited to around 10% of the total area i.e. 1800 Sq.meters. The shops/stalls will be set up on platforms, which act as a link in the Haat design. The courtyards in between the shops will be paved in stone, interspersed with grass to retain visual softness. The entire complex will be designed to keep a low profile in harmony with surrounding environment, and stalls will be constructed to reflect local construction culture. The size of stall shall normally be 10' x 8' minimum & exhibition Hall shall be able to accommodate display of producer of art

least 40 – 50 craftspersons/weavers. It is preferred that dormitory for stay of ladies & gents may also be made separately.

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

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

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

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

#### **4. APPROXIMATE ESTIMATES OF THE PROJECT:**

The project is estimated to cost Rs.3.00 crore as per details given below:

(Rs. In lakh)

<b>Sl.No.</b>	<b>Item</b>	<b>Proposed estimated cost</b>
1.	Site development	<b>50.00</b>
2.	Buidling	<b>150.00</b>
<b>3.</b>	<b>Sanitary &amp; water supply</b>	<b>18.00</b>
<b>4.</b>	<b>Electricals</b>	<b>10.00</b>
<b>5.</b>	<b>Plant &amp; machinery</b>	<b>24.00</b>
<b>6.</b>	<b>Furniture &amp; fixtures</b>	<b>06.00</b>
<b>7.</b>	<b>Vehicles</b>	<b>04.00</b>
<b>8.</b>	<b>Operating supplies</b>	<b>05.00</b>
<b>9.</b>	<b>Pre-operative &amp; organisation expenses</b>	<b>06.00</b>
<b>10.</b>	<b>Technical consultants fee</b>	<b>04.00</b>
<b>11.</b>	<b>Contingencies 10%</b>	<b>21.00</b>
<b>12.</b>	<b>Working capital margin</b>	<b>02.00</b>
	<b>Total</b>	<b>300.00</b>

## 6. MODE OF FINANCE:

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

Ministry of Textiles,  
Govt. of India

70% (i.e.35% by  
DC(Handlooms) and 35%  
by DC(Handicrafts)

Rs.210.00 Lakh will be  
shared equally by Office of  
the Development  
Commissioner (Handlooms)  
and Office of the  
Development Commissioner  
(Handicrafts)

State Govt.

30%

Rs. 90.00 Lakh

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

(B) In addition to the above, if Implementing agency desires, a lump-sum grant of Rs.15.00 Lakh in the first year and Rs.10.00 lakh in the second year will be allowed from Govt. of India, Ministry of Textiles for publicity of the project.

## 7. ESTIMATED SOURCES OF INCOME IN THE FIRST YEAR:

### 1. Rental income from artisans/weavers :

i.	Artisans/weavers per fortnight	40 ( on average)
ii.	Charges per day	Rs.50.00
iii.	Total charges per day	40 x 50 = Rs.2,000/-
iv.	Annual income	365 x 2000 = 7,30,000/-
v.	Expected drop outs 10%	Rs.73,000/-
	Total income	Rs.6,57,000/-

### 2. Income from exhibition hall:

i.	Charges for 2 exhibition halls @ Rs.1,500/- for one hall	Rs.3,000/-
ii.	If it is occupied for 100 days in a year, then Annual Income	Rs.3,00,000/-

**3. Income from Food stalls:**

i.	Rate per month	Rs.5,000/-
ii.	No. of food stalls	05
iii.	Income per month	Rs.25,000/-
iv.	Presuming occupancy for 10 months in a year) Total income	Rs.2,50,000/-

**4. Income from entry tickets**

If it is assumed that an average  
500 visitors visit the haat in a day  
@ Rs.3/- as entry ticket and  
presuming 500 visitors will visit  
for 200 days

Total income Rs.3,00,000/-

**5. Other income**

Say from tickets for parking of vehicles,  
Allotment of open space to craftspersons/  
Weavers, cultural programmes and  
Souvenir shop

= Rs.1,50,000/-

**6. Total estimated annual income**

= Rs.16,50,000/-

**8. ASSESSMENT OF TOTAL EXPENSES:**

The host agency will be responsible for management of that Haat. The assessment of total expenses in this regard is as follows:

(I)	Salary	No.	One month (Rs.)	Annual( in Rs.)
i.	Manager	01	6000/ p.m.	72,000
ii.	Dy.Manager	02	4500x2 p.m.	1,08,000/-
iii.	Utility Workers	05	2000x5 p.m.	1,20,000/-
iv.	Accountant/Asstt.	01	4000/- p.m.	48,000/-
v.	Electrical/Maintenance Asstt.	01	2500/- p.m.	30,000/-
vi.	Security officer	01	4500/- p.m.	54,000/-
vii.	Security guards	06	2500x6 p.m.	1,80,000/-
viii.	Typist	01	3000/- p.m.	36,000/-
ix.	Peon	01	2000/- p.m.	24,000/-
	<b>TOTAL</b>			<b>6,72,000/-</b>
	Perquisites 40% of Rs.6,72,000/-			2,68,800/-
	Total ( say )			10,00,000/-

II	Expenses on Power & Fuel			1,00,000/-
III	License fee of local Admn.			50,000/-
IV	Consumable stores & Permanent stores			1,00,000/-
V	General admn.expenses			50,000/-
VI	Insurance repair & maintenance			2,00,000/-
VII	Misc & unforeseen expenses on publicity			1,50,000/-
	Total			16,50,000/-

#### **9. MANAGERIAL / ADMINISTRATIVE EXPENSES:**

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

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

#### **10. SUBMISSION OF PROPOSAL:**

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

1. Clear title of land in the name of implementing agency which should be measuring not less than 18,000 sq.meter.
2. A certificate from the competent authority regarding the location of the land in Urban area preferably at prime location.
3. Commitment of concerned State Govt. for releasing its share initially.
4. A certificate that escalation cost will be borne by State Govt. / Implementing agency.
5. Submission of detailed lay out plan / architectural design and cause.
6. The Regional Director will scrutinize the above documents physical verification of the location and give the following certificate while recommending the project:

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

## **11. GOVERNING BODY:**

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

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

## **12. ALL INDIA GOVERNING COUNCIL:**

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

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

## **13. MONITORING OF URBAN HAAT:**

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

**MARKETING AND EXPORT PROMOTION SCHEME:**

**Component of Marketing Promotion: National Award**

**Detailed guidelines showing position of financial releases and prescribed Proforma for final report in respect of 'National Award to Handloom Weavers'.**

**1. TITLE OF THE PROGRAMME:**

National Awards to outstanding craftspersons and weavers

**2. BACKGROUND AND OBJECTIVE:**

The National Award for craftsmen was introduced during the year 1965 and later the same was extended to weavers also. National Awards are conferred on Craftspersons and weavers in recognition of their outstanding contribution, craftsmanship & development of craft. There shall be a maximum of 40 National Awards and 40 National merit certificates in a year. This recognition will encourage them to continue with the craft in a more enthusiastic and productive manner and will ultimately encourage others to emulate them.

**3. ELIGIBILITY: All Indian Craft persons and weavers**

All craftsmen and weavers residing in India are eligible to compete for National award.

**4. THE AWARD CONTENTS:**

Each award shall consist of a cash prize of Rs.50,000/-, a copper plaque and an angavastram. Each National Merit certificate shall consist of, besides a certificate, a cash prize of Rs.10,000/-.

**5. SELECTION PROCEDURE:**

The Selection of the items for National award will be through a 3-tier procedure as below

- The first stage selection would be at the state level in case of Handicraft artisans and zonal level in case of handloom weavers.
- In the second stage of the selection process the handicraft entries recommended by various State Level Selection Committees would be screened by the Headquarters Level Committee. Similarly, there would be a separate Headquarters Level Committee for Handloom items short listed by various Zonal committees. The composition of state level

and Headquarters level committees in respect of handicraft and handloom items will be as under :-

**COMPOSITION OF STATE LEVEL COMMITTEE (HANDICRAFTS):**

- |    |   |   |          |
|----|---|---|----------|
| 1. | Director Handicrafts/Cottage Industries   | - | Chairman |
| 2. | Regional Director, O/O DC(HC)   | - | Convenor |
| 3. | MD-State Handicrafts Dev. Corporation   | - | Member   |
| 4. | Deputy Director of RDTDC  | - | Member   |
| 5. | Non Official representing Reputed in field History/Museum/Art Institutes/NIFT/NID, Voluntary organisation and individuals With experiences in Art & Crafts as may be Nominated by the DC(Handicrafts) | - | Member   |
| 6. | One reputed designer from the panel prepared at Headquarters  | - | Member   |

**COMPOSITION OF HEADQUARTER LEVEL COMMITTEE (HANDICRAFTS)**

- |    |   |   |          |
|----|---|---|----------|
| 1. | DC(Handicrafts)   | - | Chairman |
| 2. | ADC/JDC(HC)   | - | Member   |
| 3. | Representative from NID/NIFT                                      | - | Member   |
| 4. | Sr. Director, NHHM  | - | Member   |
| 5. | 2 Non official experts from Handicrafts to be nominated by DC(HC) | - | Member   |
| 6. | One reputed designer from the panel prepared at Headquarters      | - | Member   |

**COMPOSITION OF COMMITTEES OF HANDLOOMS ;**

**ZONAL LEVEL COMMITTEE (HANDLOOMS)**

- |    |  |   |          |
|----|--|---|----------|
| 1  | Zonal Director, WSC  | - | Chairman |
| 2. | Zonal/Regional representative of HDC/DH/State  | - | Member   |
| 3. | 3-Non official experts in handlooms including one weavers representative from the zone (to be decided in consultation with DC(HL)) | - | Member   |
| 4. | One Reputed designer from the panel prepared at Headquarters   | - | Member   |

**COMPOSITION OF HEADQUARTER LEVEL COMMITTEE (HANDLOOMS)**

- |    |  |   |          |
|----|--|---|----------|
| 1. | DC(Handlooms)                          | - | Chairman |
| 2. | Two Directors of IIHTs                 | - | Member   |
| 3. | Faculty representative of NID/NIFT/IIT | - | Member   |

- |    |  |   |        |
|----|--|---|--------|
| 4. | Two non-officials from Handloom sector                       | - | Member |
| 5. | One reputed designer from the panel prepared at Headquarters | - | Member |

• There will be a common Central Selection Committee for final selection of the items for national awards from amongst the items recommended by the Headquarters level committees of both handlooms and handicrafts. The composition of common central selection committee will be as under.

**COMPOSITION OF CENTRAL SELECTION COMMITTEE:**

- |    |   |   |              |
|----|---|---|--------------|
| 1. | Secretary (Textiles)  | - | Chairman     |
| 2. | Development Commissioner(Handicrafts)   | - | Convenor     |
| 3. | Development Commissioner (Handlooms)  | - | Co- convenor |
| 5. | Managing Director, Central Cottage Industries Corporation                     | - | Member       |
| 6. | Managing Director, Handicrafts & Handlooms Export Corporation                 | - | Member       |
| 6. | Director General, NIFT  | - | Member       |
| 7. | 2 non official members of Hqrs. Level committees of Handlooms and Handicrafts | - | Members      |
| 8. | 4 other non-officials   | - | Members      |

**6. PROCEDURE FOR SUBMISSION OF ENTRIES**

The craftspersons and weavers may submit their entries in the prescribed format for National Award and submit it in their respective State in the Office of the DIC/Directorate of Industries/concerned Regional Offices /HM&SECs of Office of DC(Handicrafts) as the case may be for consideration by the State Level committee/Zonal level committee (HL). And also the handicraft artisans and weavers may submit their entries in any of the field offices of the DC(HC) & DC(HL), whichever may be the nearest from their residence.

The transportation charges for carrying the entries from the above field offices up to the venue of the State Level Selection Committee /Zonal committee would be borne by the office of the DC (Handicrafts) in case of Handicraft items & Office of the DC(Handlooms) in case of Handloom items. In addition to the above, to ensure quality and competitiveness, the State Level committee may accept for consideration, entries recommended by:

- (i) Any member of the State Committee/Headquarters/central level committee.
- (ii) The State Handicrafts/Handloom Development Corporations/Apex Handloom Weavers' Cooperative Societies
- (iii) Regional Design and Technical Development Centres
- (iv) State Design Centres
- (v) Members of All India Handlooms & Handicrafts Boards

- (vi) The core committee constituted to accept the entries directly at Head quarters (New Delhi), as a special case, of those who could not submit their entries at State/Zonal level selection committee due to some genuine reasons, latest by 24th July i.e. a week before selection by Headquarters level committee. While submitting the entries directly at Headquarters, the reasons for non-submission of the entries at State/Zonal level committee must be furnished for the examination by core committee. The composition of core committee is given below :-

## **COMPOSITION OF THE CORE COMMITTEE**

### **I FOR HANDLOOMS :-**

- |    |   |   |          |
|----|---|---|----------|
| 1. | Addl. Dev. Commissioner of Handlooms                              | - | Chairman |
| 2. | 2 reputed designers from the panel prepared at Headquarters level | - | Member   |
| 3. | The designer nominated as member for Zonal/State level committee  | - | Member   |

### **II FOR HANDICRAFTS :-**

- |    |   |   |          |
|----|---|---|----------|
| 1. | Addl. Dev. Commissioner of Handicrafts                            | - | Chairman |
| 2. | 2 reputed designers from the panel prepared at Headquarters level | - | Member   |
| 3. | The designer nominated as member for Zonal/State level committee  | - | Member   |

## **7. Time schedule for selection process :**

The time schedule for the selection process for every year shall be as follows :

- |       |  |   |                 |
|-------|--|---|-----------------|
| (i)   | Issuing of circulars by centre/state/ and related publicity  | - | By 1st January  |
| (ii)  | Advertisement calling entries of Handlooms & Handicrafts in newspapers by office of Development Commissioner (Handicrafts)/ Development Commissioner (Handlooms) | - | By 10th January |
| (iii) | Last date for submission of entries at Zonal/State level   | - | By 30th April   |
| (iv)  | Selection meeting at Zonal/State level   | - | By 30th May     |
| (v)   | Submission of selected entries along with affidavit and duly filled application and recommendations, New Delhi   | - | By 25th June    |
| (vi)  | Selection at Headquarters by Headquarters level selection committee  | - | By 30th July    |

(vii) Selection by the central level selection Committee tentatively

- By 30th August

## **8. MODE OF SELECTION:**

The Central Selection Committee, constituted at the central level, shall make the final selection of entries from handloom and handicrafts. The Central Level Selection Committee shall receive entries from the Headquarters Level Selection Committee for Handicrafts and Handlooms. Thus the selection of entries for handlooms and handicrafts will be as follows :-

### **i) HANDLOOMS:**

Selection will be done at the level of Director/ Commissioner Incharge of Handlooms of all states and Officers Incharge of concerned Weavers' Service Centre at the Primary level by inviting of entries. All entries received from the Directors/ Commissioners Incharge of Handlooms of all states, WSCs, Corporations/ Apex Societies of Handlooms, NIFT/HHEC/NHHM/HEPC/NHDC shall be forwarded to the Zonal Directors for their selection by Zonal Level Committees headed by the Zonal Directors of WSCs. Zonal Level Committee will make selection of entries (not exceeding ten) from each state and shall forward the selected entries to the Headquarters level Selection Committee, Office of DC(Handlooms) or WSC, Delhi as may be decided.

### **ii) HANDICRAFTS:**

The process of selection shall start at State Level. However, the Regional Directors of the Office of DC(Handicrafts), acting as Convenors of State level committee, shall initiate the process by getting it circulated to all District Industries Centres and Marketing Service Extension Centres to send entries to State Level Committee. A last date shall be fixed for this purpose and the state level selection committee shall thereupon make a selection of entries (not exceeding 10) from each state for sending to the Headquarters level selection committee, Office of DC(Handicrafts), New Delhi. In order that the process does not get inordinately delayed, the Regional Directors may fix a last date and consider entries from those Centres which had sent them by that date. Further, to ensure quality and competitiveness, the state level committee may accept for consideration, entries directly by

1. Any member of State committee
2. Member of All India Handloom/Handicrafts Board
3. The State Handicrafts/Handlooms Dev. Corporations/ Apex Handloom Weavers Coop.Societies
4. Regional Design & Technical Development Centre/NCTD
5. State Design Centre

The Headquarters level Committee for Handicrafts and Handlooms shall make a final selection out of entries received from the State /Zonal Level.

The Headquarters level selection committee shall submit such selected entries (not exceeding twice the number of award) for consideration to Central Selection Committee. The Central Selection Committee will make a final selection from out of entries received from the two Headquarters level committees for Handlooms & Handicrafts. The selection process can roughly be shown as:

**Handlooms**

Zonal Level Committee  
Headquarters Level committee

**Handicrafts**

State Level Committee  
Headquarters level committee

**9. CENTRAL SELECTION COMMITTEE**

It has also been represented that the crafts persons are not able to afford marketing and sending the best of their creations since the process of selection would involve blocking of their investment for a long time. As a result, the best examples of craftsmanship are not coming for selection for National Awards. It has, therefore, been decided that the selection at all the levels will permit marketing organisations, public or private corporations/ cooperatives/ Private traders, exporters, boutiques, etc. to sponsor entries. The award shall be given to the craftsmen/weavers who have made the items.

However, the sponsoring organisations of award winning entries shall also receive a certificate of appreciation so that more and more organisations and individuals are encouraged to sponsor entries at their cost without having a financial burden on the craftpersons.

All sponsored entries by the central/state corporations/voluntary organisations working in the field will be sent to the respective State /Zonal level selection committee for which the last date will be announced by DC(HC) & DC(HL) after which no entry will be accepted directly. Recommendations, if any, by members of the Headquarters/Central selection committee may also be forwarded to the respective Development commissioner or the Zonal/Regional offices of DC (Handlooms / Handicrafts), well before the last date of submission of entries at Zonal/State level, so that those may be forwarded for their consideration. Even if, such entries were not recommended by the Zonal/State levels, those would also be placed before the Headquarters/Central Selection Committees.

**10. CRITERIA FOR SELECTION**

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

- a) Excellence of craftsmanship ( judged from samples received as entries and/or from photographs and other evidences which may be produced)

b) Contribution of the craftsman for development of the crafts in terms of training other craft-persons

c) Related achievements ( as judged from bio-data and other materials submitted by the craftsman/ sponsoring organizations)

(d) Special consideration may also be given while selecting the craftsmen/weavers and the crafts to the following :-

- (i) If the craft practised is languishing craft
- (ii) If there has been a noteworthy effort in terms of reviving a languishing craft by way of product diversification or application to contemporary use. In other words, efforts made in order to achieve a break through in the development of craft should be given due consideration.
- (iii) Design innovation by the craftsmen. Over the years it has been noticed that the craftsmen/weavers of very young age have been selected purely on the basis of the quality of the entry received without considering the contribution of the person to the craft as a whole. This may be avoided.

## **11. GENERAL GUIDELIENS**

The entries received and not selected at State/Zonal level selection committee may be returned to concerned persons immediately and not beyond 30 days after the selection process is over. An appreciation letter may be issued by the Convenor of SLC/ ZLC to the concerned person for his/her participation

The field offices of DC(HL) i.e. WSCs, IIHTs & DC(HC) i.e. RE&TDC and M&SECs, BCDI & NCHPT etc. may be asked to identify and sponsor at least 5 excellent innovative works every year. Appreciation letters and/or honorarium may be given to the officers/staff of the field offices as an incentive if their sponsored entries get National Award.

The Central Cottage Industries Corpn. of India Ltd., through its emporia situated in various cities, will extend marketing support to the crafts persons whose entries find place for consideration for selection of National award and certificates of merit, at the National level by empanelling the artisans.

For entries, recommended by the Headquarters level committee, but not considered, at Central level for award, an appreciation letter shall be sent to the participating artisans and weavers under the signatures of DC (HL)/ADC and an entry may be made in the craftperson's/ weaver's pass book. Such artisans/weavers may be given preference for participation in various approved marketing programmes of the Office of DC(HL)/ DC(HC)

A mandatory brief note at the end of every financial year needs to be furnished by each Regional office and M&SEC regarding steps under taken by them to encourage the artisans for submission of National award entries.

All the non-official members of the state level/Zonal level committee may be reviewed/changed every 2 years and new members with good background in the field of Handicrafts/Handlooms may be co-opted to make the selection process more transparent and unbiased.

A panel of 15 reputed designers shall be prepared for 2 years at Hqrs level both in the office of the DC(Handicrafts) and DC(HL). Designers from this panel will be nominated as members in the Hqrs/Zonal /State level Selection Committee as well as for the Core Committee.

To avoid any complication or controversy in the selection process and to make it transparent, a uniform proforma covering the different parameters on which the committees shall assess each entry may be devised for the members of the State/Zonal level committees to facilitate them to record their opinion and score on the proforma against each parameter and for each competing entry. A brief biodata sketch of the corresponding artisans/weavers whose entries are to compete shall be sent to the committee in advance.

## **12. PUBLICITY**

A) Wide publicity may be given by the Zonal Director, WSCs through permanent hoardings at each field office/weavers' centre, Dilli Haat, National Level Melas, craft bazaars etc. and pamphlets may be distributed in all crafts clusters, Dilli Haat, craft bazaars, Melas etc. The boards/hoardings and pamphlets may clearly indicate the last date for submission of award entries and brief criteria of selection.

B) Advertisements may be given on television/AIR and local newspapers by the Zonal Director, WSCs. All NGOs working for Handicrafts & Handlooms sector may be requested to make wide publicity about National Award in their programmes funded by DC(HC)/DC(HL) and incentives may be considered for the NGOs, State Handicrafts Corporations for searching best entries.

C) District Collectors/ Magistrates/ DICs/ BDOs/ Panchayat and DRDA may be requested to make publicity at their level.

D) The Zonal Director, WSCs shall hold exclusive meeting with craft persons/weavers' representatives of craftspersons'/weavers' associations for better awareness of National Award scheme and they may release suitable advertisements in the local newspapers well in advance.

E) The Zonal Director, WSCs, shall make publicity of National award scheme and its last date of submission of the entries i.e. month of April every year at least 6 months in advance.

F) Special mention may be made in the meetings/symposium/ interaction session etc. by the Zonal Director, WSCs about the National Award scheme and the facilities to be provided to participants.

### **FORMAT – NATIONAL AWARD**

Government of India  
Ministry of Textiles  
Office of Development Commissioner for Handlooms

FORM TO BE USED BY CRAFTSPERSON & RECOMMENDING AGENCY FOR  
SENDING DETAILS OF ENTRIES FOR THE NATIONAL AWARDS TO MASTER  
CRAFTPERSONS & MASTERWEAVERS

Passport size photograph  
Attested by concerned Officer In Charge, WSC  
or Zonal Director - Photograph affixed

(A)

1. State

2. Recommending Agency

3. For the year

(B)

1. Name & address of the Weaver/  
Craftperson (both in Hindi & Eng)

2. Age (date of birth)

3. Name of the crafts practiced
4. Guru or teacher from whom the craftsperson/weaver got initiation and training
5. Experience (No. of years)
6. (a) Degree of skill in the craft  
  
(b) Mastery over the traditional technique involved in the craft  
  
(c) Ability to evolve new designs  
  
(d) Brief account of the craftsperson/weaver's contribution towards development/improvement of the crafts and its techniques
7. Knowledge of shilpa or similar literature on ancient arts and crafts
8. Details of outstanding work/item executed by the craftsperson/weavers. Have any of them been purchased by Museum, temples, art critics, connoisseurs of repute. Any documents to substantiate the claim?
9. Has the craftsperson/weaver imparted training in any training institute?  
How many craftsperson of younger generation trained?
10. Has the craftsperson /weaver received any award or prize?
11. Details of major exhibitions in which the craftsperson/weaver has participated either for demonstrating his skill Or for displaying his creations.
12. How much does the craftsperson/weaver earn every month approx.?
13. Are there any publications/papers to his credit?

14. Details of craft samples submitted
15. a) Price of the craft sample/sample submitted
- b) do the samples belong to the craftsperson/weaver if not, to whom does it/do they belong ?
16. Certificates (if any) from well known institutions or persons knowledgeable in handicrafts/handlooms regarding the craftsperson/weavers ability in the craft and his contribution to the development of the craft.
17. Details of recognitions, records, if any
18. Any other details concerning the craftsperson/weaver which have not already been brought out in other columns
19. Total period taken for making the entry for National Award
20. Brief note in respect of the entry/product made for National Award
21. Whether entry has been made entirely & solely by the applicant or has also taken assistance from other artisans.
  - (a) If so, details of assistance sought in the context
22. (a) If Govt. likes to purchase the item submitted, will you sell the same?
  - (b) If yes, indicate the amount of selling.

### **CERTIFICATE**

**I**

The selected samples/sample is/are actual work coming out of the hands of the Master craftsperson/Weaver Shri/ /Smt./ Kum.-----and an affidavit to this effect on stamp paper duly signed by 1st class Magistrate is enclosed.

i) Signature of the craftsperson/  
weaver

Signature of the recommending authority  
if he/she is other than a convenor or the  
State Level Selection Committee

Signature of the convenor of the  
State Level Selection Committee

## II

I certify that the entry has been made by him/her and he/she is a genuine craftsperson/weaver.

Signature of the Director,.Deputy Director/  
AD,M&SEC, DD/AD of the WSC  
under whose jurisdiction the  
craftsperson/ weaver falls

### **TO BE SUBMITTED ON Rs.5/- STAMP PAPER BY THE CRAFTSMAN/ WEAVER SUBMITTING HIS ENTRY FOR COMPETITION OF NATIONAL AWARD**

I Shri/Ms-----S/o,W/o,D/o-----solemnly hereby declare and undertake that the item------(name of the item craft-----submitted by me and I have been practicing the craft------(name of the craft) for the last-----years.

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

I further undertake that I am submitting the above entry for National Award-----  
- at my ownrisk and responsibility and further indemnify the Government of India, Office of DC(HC)/DC(HL), Ministry of Textiles against any loss of damage or theft to the entry which may occur due to any unforeseen reasons on account of handling and transportation of the entry.

Full Name & Address  
Signature with date

### **PROFORMA FOR SUBMISSION OF BIO- DATA**

Name (both in Hindi & English)

Date of birth

Address

Place of birth

Education/Training received

Tradition of the Craft

Total contribution (since when

working on the craft)

Participation in India/foreign  
Exhibition

Any other important points

**Note :-**

Attach brief background note on craft or item submitted stating history & process of making.

Brief of craftsman's/weaver's Bio-data

This proforma must be filled both in Hindi & English wherever indicated.

## MARKETING AND EXPORT PROMOTION SCHEME

### Evaluation

#### 1. INTRODUCTION:

The following expos / events / melas are implemented as part of the Marketing Promotion Programme:

- National Handloom Expos/Special Expos
- District Level Events
- Craft Melas
- Urban Haats
- Marketing complexes
- Export Projects

The above mentioned events have been implemented in the X Plan and continued to be implemented in the XI Plan period also. The target for implementation is set on an annual basis by the office of Development Commissioner for Handlooms. The events are organized by the implementing agencies recommended by the State Government.

#### 2. PERIODICITY OF EVALUATION

The evaluation will be conducted during the second year and the fourth year of the XI Five Year Plan. The evaluation will be complete in three months, including the period of data collection.

#### 3. SCOPE OF EVALUATION

The matters that will be covered in the evaluation will include data relating to:

- i. Timing of the event
- ii. The preparatory work done
- iii. The number of participants
- iv. The sales effected during the events and order procured
- v. The feed back of participants
- vi. Procedural impediments of any
- vii. The views of the State Govt./agency on usefulness of the fair with particular reference to the objectives with which it was organized and also

recommendations on continuance of such events in the future in the same state.

4. EVALUATION REPORT

At the end of each evaluation, a detailed report covering the findings of the Committee will be submitted to Development Commissioner for Handlooms within one month of completion of the evaluation.

5. EVALUATION AGENCY:

The evaluation study will be undertaken by an independent agency approved by DC(Handlooms).

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