

India Handloom: Standard Operating Procedures for Registration

1.0 Preamble

The scheme of “India Handloom” brand is being launched to endorse the quality of the products in terms of raw material, processing, embellishments, weaving design and other parameters besides social and environmental compliances for earning the trust of the customers. The “India Handloom” brand would be given only to high quality defect free product for catering to the needs of those consumers who are looking for niche handmade products. Majority of the stakeholders of the handloom industry are in need of a comprehensive marketing mechanism, which will directly fetch a premium price for the products and enhance the economic condition of the weavers and other stakeholders. The ‘India Handloom’ Brand is aimed at generating a special market space and increased earnings to the weavers. Thus the concept of “*India Handloom*” is to brand the handloom products, which are exclusively catering to the ‘quality’, need of the socio-environmentally conscious consumer.

The scheme is voluntary. The detailed operational procedures for filing of application, registration, appeal, surveillance mechanisms etc. under the scheme are given below:

2.0 Operational Procedures

The procedures & formats to be followed for implementing the “India Handloom” scheme are given below for compliance.

2.1 Categories of Users:

The entities/persons eligible to participate in India Handloom brand initiative would be (a) Weavers, (b) Master Weavers, (c) Primary Co-operative Societies, (d) Apex Handloom Societies, (e) Retailers, (f) Exporters and (g) Others. The Others category is especially included to cover Self Help Groups (SHG), Consortia, Producers Companies,

Joint Liability Groups (JLG), Handloom Weavers Groups (HWG) etc., identified under Integrated Handloom Development Scheme (IHDS) or any other legal entity or any other organization involved in handloom related activities and approved to avail benefits under any other scheme of Development Commissioner for Handlooms. Any other organization willing to participate in the scheme shall be permitted with the approval of the office of the Development Commissioner for Handlooms.

2.2 Products to be covered under the Scheme:

India has very large varieties of traditional handloom products made of natural fibres like cotton, silk, wool etc. Many products are registered under Geographical Indications Act (GI Act). Some products are reserved under Handloom Reservation Act 1985 for production on handlooms only. Similarly, Bureau of Indian Standards has standardized some products on their quality parameters. A list of products based on traditional characters, GI registration and quality standards has been prepared (**Annexure - I**). Products listed are eligible for coverage under this Scheme. A committee headed by Development Commissioner for Handlooms with the members like Secretary, Textile Committee; Director, Weavers' Service Centre, Delhi; Director, Indian Institute of Handloom Technology, Salem and expert to be nominated by Development Commissioner will review for inclusion of new products in the list from time to time.

2.3 Application Fee and Registration Fee:

- a) There will be no application fee for any of the applicants. The application forms will be made available with the offices of the Textiles Committee and Weavers' Service Centre free of cost. Also it is available on www.textilescommittee.gov.in or www.handlooms.nic.in for free download.
- b) The registration fee for all the categories has been fixed at Rs. 500/- (Rupees Five hundred only) per item. One application can be for more than one item.
- c) The applicants shall pay applicable registration fees at the time of submission of application.
- d) The registration shall be done after On-site verification of the above categories.

- e) The registration shall be valid for a period of 3 years from the date of registration.
- f) On the basis of the track record of maintenance of quality standards of the products, the registered applicant shall be allowed to use the brand after 3 years also. The registration has to be renewed after 3 years by paying applicable registration fees and following the procedures for registration.
- g) The right to allow the applicant the access to India Handloom is at the sole discretion of office of the Development Commissioner for Handlooms.
- h) Details of payment procedures may be seen at para 2.5.

2.4. Application Form:

- a) The application form (format at **Annexure - II**) is common to all categories of applicants and products (please refer para 2.1 and annexure - I). The prescribed application format is available with the offices of the Textiles Committee and Weavers Service Centre. Also it is available on www.textilescommittee.gov.in, or www.handlooms.nic.in, which can be downloaded for submission of application.
- i) Submission of Application in physical form: The filled-in application is required to be submitted in duplicate alongwith the sample of the products. As a token of receipt of application, the duplicate copy will be returned to the applicant duly allotting the application no. with the signature of the concerned officer. The application may be submitted to any of offices listed in **Annexure - III**.
Online application: Those who wish to submit online application are provided with the facility to do so by submitting the online application in the provision made in www.textilescommittee.gov.in. They have been provided with the option to download the application form from the website; fill-up the details and submit it online. However, a copy of the application alongwith printout of submission receipt and the sample of the products should be submitted subsequently to the concerned office.
- j) The concerned Regional Office (RO) of Textiles Committee or the offices of the Weavers' Service Centre shall carry out the scrutiny of application wherever the application is filed.

k) The application shall be enclosed with the sample of the products for which the “India Handloom” brand is sought for along with the **physical and quality parameters** of the products viz,

- (i) Count of warp and weft yarns
- (ii) Construction of the product, ends/inch, picks/inch etc
- (iii) Fibre content like cotton, silk, pashmina, wool, etc.
- (iv) Dimensions like length and width of the products
- (v) Colour fastness to sunlight, washing and rubbing
- (vi) Usage of natural dyes and azo-free synthetic dyes
- (vii) Type of zari and other embellishments
- (viii) Any other specifications of the product, and
- (ix) Compliance with law relating to child labour, conservation of environment and checking of pollution.

In case of high valued products, the detailed physical and quality parameters as given above along with the sample of the left over raw materials like yarn, dyes, zari, etc. needs to be enclosed for testing.

2.5 Payment Procedure

- a) The mode of payment shall be through Cheque, Demand Draft or online transfer.
- b) Cheques and Demand Drafts shall be drawn in favour of "Textiles Committee" payable at the name of the location of the Regional Office (RO) of Textiles Committee (TC).
- c) Applications submitted to the offices of Weavers Service Centre (WSC) shall draw cheque/DD in favour of “Textiles Committee” payable at Mumbai.
- d) Online payment may also be made through the “Online Payment” tab available on Textiles Committee website www.textilescommittee.gov.in. Those who are submitting the online application should make the payment of registration fee through “online mode” for which they will be provided an auto-generated receipt.

2.6 Processing of Application

- a) The offices of the Weavers' Service Centre and Textiles Committee without laboratories shall forward a copy of the application alongwith the enclosures to the nearby laboratories of the Textiles Committee for conformity assessment within two days of the receipt of application.
- b) The laboratories shall conduct the conformity assessment within 5 working days and submit the report to the concerned offices of the Weavers' Service Centre or Textiles Committee offices.

2.7 On-Site Verification:

- a. On-site verification shall be carried out by concerned RO of Textile Committee/WSC to ascertain the authenticity of the products and applicant besides social and environmental compliances.
- b. On-site verification is mandatory for all the applicants.
- c. The on-site verification process shall be completed within fifteen days from the date of receipt of application.

2.8 Registration

- a) The office of the Textiles Committee/Weavers' Service Centre shall scrutinise the application in comparison with the test report and forward a recommendation letter to the office of the Textile Committee, Mumbai for issuance of registration number.
- b) On reviewing the recommendation letter, office of the Textile Committee, Mumbai shall issue a registration number to the application under intimation to the office of DC (HL).
- c) The registration certificate shall then be issued to the applicant by the office of the Textile Committee, Mumbai.
- d) A soft copy of the logo in Compact Disk (CD) shall be made available to the registered "India Handloom" Brand and shall be allowed to use the logo.

- e) The validity of the license to use the logo shall be valid in the entire period of 3 years from the date of registration, and may be renewed by the stakeholders by following the process of registration.
- f) The ROs of the TC and offices of WSC shall maintain the records of the applicant and the statement of the registered users shall be sent to the Head Office of Textiles Committee for uploading the details in the website of TC and also to the office of the Development Commissioner for Handlooms in its website.

2.8 Periodic Surveillance for Conformity

- a. One official each from TC and from WSC shall take up the periodic verification of the products at the premises of the registered users for conformity assessment.
- b. The officials shall verify the physical parameters of the products under branding and collect yarn sample from both warp and weft for laboratory testing. The sample shall be sent to the Textiles Committee for testing the quality parameters.
- c. The officials shall recommend the cancellation of registration of the user if the physical parameters are not maintained by the applicant to the Office of the Textile Committee.
- d. On reviewing the recommendations from the surveillance audit reports, the Textile Committee shall issue cancellation of the India Handloom certificate.
- e. The status of the registered users shall be published in the website of the Textiles Committee as well as Development Commissioner for Handlooms.

5. Appeal Procedure

- a. In the event of cancellation of the registration if the applicant is aggrieved by such cancellation, then the applicant may appeal to the Development Commissioner for Handlooms for revoking the cancellation of license within 30 days from the receipt of the cancellation certificate.

- b. On receipt of the appeal, the Development Commissioner for Handlooms shall constitute a sub-committee consisting of one Officer each from the offices of the Development Commissioner for Handlooms, Textiles Committee and Weavers' Service Centre to review the grievance.
- c. The sub-committee shall look into the appeal and submit its recommendation within 15 days to the office of the Development Commissioner for handlooms.
- d. On receipt of the recommendations from the sub-committee, Development Commissioner for Handlooms shall issue appropriate order.
