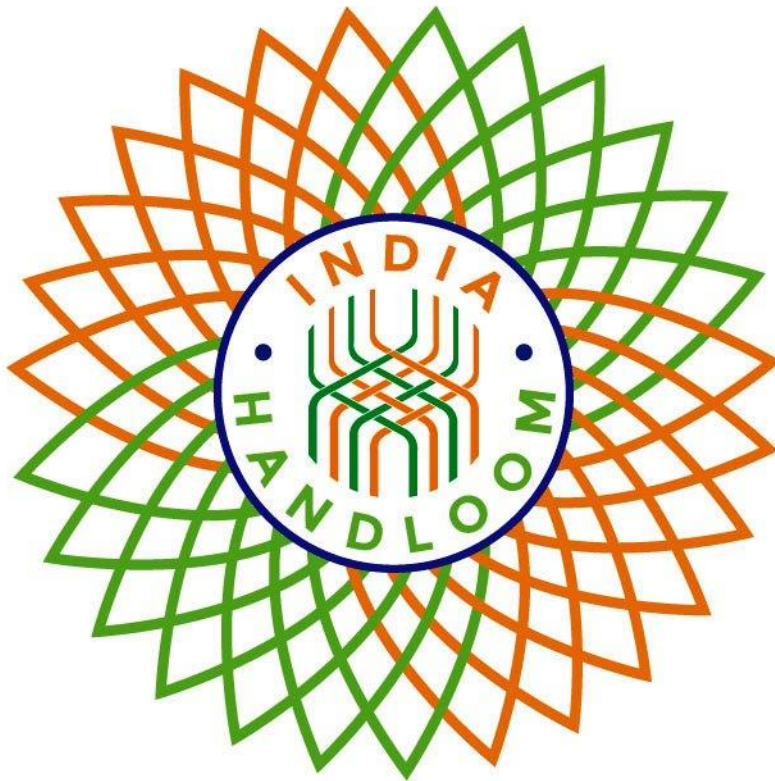




**Government of India
Ministry of Textiles**

India Handloom Brand

Frequently Asked Questions



FREQUENTLY ASKED QUESTIONS

What is the India Handloom Brand?

India Handloom Brand is an initiative of the Ministry of Textiles, Government of India, for branding of high quality handloom products. The India Handloom Brand would be an endorsement of the high quality of the handloom products to which it is applied in terms of raw materials, processing, embellishments, weaving design and other quality parameters besides social and environmental compliances in their production for earning the trust of the customers.

What are the objectives of the India Handloom Brand?

The objectives of the India Handloom Brand are:

- (a) To encourage production of high quality and defect-free niche handloom products with minimal impact on environment;
- (b) To increase the earnings of the weavers and other stakeholders of the handloom industry; and
- (c) To generate a special market space for handloom products.

What will be the benefit of getting the India Handloom Brand for my product(s)?

The presence of India Handloom Brand logo would differentiate your product(s) and assure the customer of its quality. The premium branding is likely to enable you to source quality fabrics for your product(s) and enhance your sales and earnings through bulk marketing of quality product(s) both within and outside India. Registered users of the India Handloom Brand will also be provided assistance for institutional finance, design development, technical assistance under the National Handloom Development Programme as per the applicable guidelines.

Am I eligible to apply for the India Handloom Brand registration?

You are eligible to apply for the India Handloom Brand registration if you fall in any of the following categories:

1. Genuine firms/institutions dealing with production of handloom fabrics including:
 - a) Primary Handloom Cooperative Societies

- b) Self Help Groups (SHG), Consortia, Producers companies, Joint Liability Groups (JLG)
 - c) Weaver Entrepreneurs
2. Producers of garments and made-ups with the condition that they will use India Handloom branded fabric and comply with additional quality parameters regarding stitching, standard sizes etc. contained in IS 12675 (1989) relating to 'Guide to garment quality' and other applicable BIS standards.

Is my product eligible for getting the India Handloom Brand registration?

Your product(s) will be eligible for getting the India Handloom Brand registration if it falls in any of the following categories:

PRODUCT	ITEMS
Sari: Cotton	Jamdani, Tangail, Shantipuri, Dhaniakhali, Bichitrapuri, Bomkai, Kotpad, Pachampalli, Venkatgiri, Uppada, Siddipet, Narayanpet, Mangalgiri, Chetinad, Balarampuram, Kasargod, Kuthampally, Chendamangalam Dhoti.
Sari: Silk	Baluchari, Muga Silk, Sualkuchi Silk, Khandua, Berhampuri, Bomkai Silk, Benaras Brocade, Tanchoi, Benarasi Butidar, Jangla, Benarasi Cutwork, Pochampalli, Dharmavarm, Kanchipuram, Arni Silk, Molkaluru, Paithani, Patan Patola, Champa Silk, Ashawali Silk, Salem Silk (Dhoti), Uppada Jamdani.
Sari: Cotton silk	Chanderi, Maheswari, Kota Doria, Ikal, Gadwal, Covai Kora Cotton.
Dress material: Cotton	Odisha Ikats, Pochampalli Ikats.
Dress material: Silk	Tanchoi, Benarasi Cutwork, Odisha ikats, Pochampalli Ikats, Tasar Fabric, Muga Fabric, Mekhela/Chadar.
Bed sheet	Odisha Ikats, Pochampalli Ikats.
Scarf/ Shawl/ Chadar	Kani Shawl (Handspun/Millspun), Kinnori Shawl, Kullu Shawl, Tangaliya Shawl, Kutch Shawl, Wangkhei Phee.

My product is not included in the list of products covered under the India Handloom Brand Scheme. What should I do?

In case your product is not included in the list of products covered under the India Handloom Brand Scheme, please submit your request for its inclusion to the Development Commissioner for Handlooms, Udyog Bhawan, New Delhi. A committee headed by the Development Commissioner for Handlooms will consider the cases of inclusion of new products under the Scheme from time to time.

How can I apply for getting the India Handloom Brand registration?

You can apply for the registration by submitting:

- a duly filled application form in duplicate in the prescribed format;
- applicable registration fees; and
- sample of your product(s) of 0.25 meter length in full width of the fabric.

You can obtain the application form free of cost from the offices of the Textiles Committee and Weavers' Service Centre or download it from [here](#).

What is the application fee?

No application fee is payable by you.

What is the registration fee?

The registration fee for all categories of product(s) is Rs. 500/- (Rupees Five Hundred Only) per product sub-category or item. If the application is for more than one item, the total fees will not exceed Rs 5000/- (Rupees Five Thousand Only). For example, an application for registration in respect of 3 items should be accompanied with fees of Rs. 1500 (Rs. 500 per item) but an application for registration in respect of 15 items should be accompanied with fees of Rs. 5000.

How can I pay the registration fees?

You can pay the registration fees through Demand Draft or online transfer at the time of submission of the application.

- If you are submitting your application to the office of Weavers' Service Centre, please submit a Demand Draft drawn in favour of "Textiles Committee" payable at Mumbai. If you are submitting your application to an office of the Textiles Committee, please submit a Demand Draft drawn in favour of "Textiles Committee" payable at the name of the location of Regional Office of the Textiles Committee.
- Online payment can be made through the "Online Payment" tab available on Textiles Committee's website (www.textilescommittee.gov.in). If you are submitting an online application, please make the payment of registration fee online for which you will be provided an auto-generated receipt.

Where can I make the application for registration?

You may submit the duly filled application form in duplicate along with the required sample(s) and the registration fees at the Weavers' Service Centre or office of the Textiles Committee. Facility for submission of online application will shortly be made available on the Textiles Committee's website (www.textilescommittee.gov.in). In case of online submission, a copy of the filled in application along with print-out of the submission receipt and the sample of the product of 0.25 meter length in full width of the fabric should be submitted subsequently to the concerned office of the Textiles Committee.

What kind of sample do I need to submit along with the application form?

You are required to submit a sample of the product of 0.25 metres in length in full width of the fabric in case of running material or yardage. In case a sample cannot be extracted from a whole product (like sari, stole etc), you may submit sample of the left over raw materials like yarns, dyes and zari for testing along with a whole product sample.

How many items can I apply for through a single application?

You can make a single application for more than one item covered under the Scheme. The registration fee payable per item will be Rs. 500 (Rupees Five Hundred Only), subject to a maximum of Rs. 5000 (Rupees Five Thousand Only) irrespective of the number of items applied for registration.

What quality parameters are applicable for getting the India Handloom Brand registration?

The quality parameters for each of the products covered under the Scheme are specified [here](#). A permissible limit of +/- 5% on quality parameters like count of yarns, ends, pick, size is allowed.

Will there be an official visit to my premises?

Yes. On-site verification is mandatory for the grant of registration. The concerned Regional Office of the Textiles Committee/ Weavers' Service Centre will schedule a visit to your premises to ascertain the authenticity of the product(s) besides social and environmental compliances. The on-site verification process shall be completed within 15 days from the date of receipt of your application.

How much time will it take for registration of my product(s)?

The registration of your product(s) for the India Handloom Brand will involve testing of the sample submitted by you in a laboratory, on-site verification process, scrutiny of the application and issuance of the registration number and certificate. The entire process will be time-bound and is likely to be completed within a period of 30-40 days from the date of making of the application.

How will I get to know that my product(s) has been registered?

If your application is accepted after scrutiny, you will get a registration number, a registration certificate and a soft copy of the India Handloom Brand logo in a Compact Disk from the office of the Textiles Committee, Mumbai.

How do I use the India Handloom Brand logo on my product(s)?

A soft copy of the logo in Compact Disk (CD) shall be made available to you after registration. You will be required to procure labels from authorized label manufacturers empanelled by the Textiles Committee and mention your India Handloom Brand registration number on each label you will affix on your product(s) so that customer can track the genuineness of label with India

Handloom Brand logo. In addition to this, a bar code may also preferably be given on each label.

How will the customer verify the genuineness of my label?

If you are a registered user of the India Handloom Brand, your name would be listed in a list of registered users hosted on the websites of the Textiles Committee (www.textilescommittee.gov.in) and the Development Commissioner for Handlooms (<http://www.handlooms.nic.in>). You may ask the customer to verify the genuineness of your label from the said list.

What is the period of validity of the registration?

The validity period of the license to use the India Handloom logo shall be 3 years from the date of registration.

Can I continue to use the India Handloom brand after the period of 3 years?

Yes. You can renew the registration by paying applicable registration fees and following the procedure for registration and continue to use the India Handloom brand.

Can I expect more official visits after the initial on-site verification?

Yes. One official each from Textiles Committee and from Weavers' Service Centre shall take up periodic verification of your product(s) at your premises for assessing conformity with the physical parameters of the products under branding. They will collect yarn sample from both warp and weft which would be sent to laboratory for quality testing.

Can the registration be cancelled?

Yes. Based on periodic surveillance audit reports, the Textiles Committee can cancel your registration before the end of 3 years if the physical parameters are not maintained by you. The status of registered users shall be published on the website of the Textiles Committee as well as that of the Development Commissioner for Handlooms.

What remedy do I have against the cancellation of registration?

If you are aggrieved by the cancellation of registration, you may file an appeal before the Development Commissioner for Handlooms for revoking the cancellation of license within 30 days from the receipt of the cancellation certificate.

My product is already covered under Geographical Indications (GI). Can I still register for the India Handloom Brand?

Yes. Even if your product(s) already have Geographical Indications (GI), you may register for the India Handloom Brand. This will add further value to your product(s).

If I have any other query, whom should I contact?

In case of any other query, you may contact the nearest office of the Textiles Committee or Weavers' Service Centre or write to the Development Commissioner for Handlooms, Udyog Bhawan, New Delhi. Click [here](#) for details of offices of Textiles Committee and Weavers' Service Centres.