

No.3/3/2016-DCH/P&E
Government of India
Ministry of Textiles
Office of the Development Commissioner for Handlooms

Udyog Bhavan, New Delhi
Dated the 3 January, 2017

OFFICE MEMORANDUM

Subject: Revised guidelines for allotment of stalls in various handloom expos/events.

Sir/Madam,

The undersigned is directed to refer the guidelines for allotment of stalls in various handloom marketing expos/events such as National Handloom Expos (NHE) & Special Handloom Expos (SHE) and District Level Events (DLE) etc.

As you are aware that Handloom Marketing Assistance (HMA), one of the components under National Handloom Development Programme (NHDP) is implemented all over the country for providing marketing platform to the handloom weavers/agencies to sell their products directly to the consumers with the objective to develop and promote the marketing channel in domestic as well as export market and bring the linkage in a holistic and integrated manner. Under HMA, financial assistance is provided to National/State level handlooms to organize the marketing events like National Handloom Expos (NHE) & Special Handloom Expos (SHE) and District Level Events (DLE) etc. to sell all handloom products from district to national level.

The guidelines for allotment of stalls in 'Dilli Haat' have been amended with approval of hon'ble Minister of Textiles vide OM dated 06.12.2016

Accordingly, it has been decided that hereinafter Implementing Agencies organizing the above marketing expos/events should comply with the following points while allotment of stalls to the participants.

- i) The stalls will be allotted only to the handloom clusters with Handloom Mark/India Handloom Brand registration and not to individual weavers. Such clusters would include cooperative societies, producer groups, SHG and federations.
- ii) To ensure regional participation evenly, 40% of stalls would be reserved for participants of that host region because the nearby handloom agencies participate in large number due to logistics. Remaining 60% stalls would be distributed equally to remaining four regions (counting North East as a separate region). If sufficient number of entries are not received from a region, the stall would be allotted to neighbouring regions.
- iii) 1st preference will be given to India Handloom brand registration holders. Thereafter stalls will be allotted first to those agencies who have not been considered so far for allotment in the event. Thereafter other applicants will be taken up.
- iv) If stall remain vacant after allotment as per (i) to (iii) above, the information regarding these vacant stall will be sent to all the awardees by SMS/e-mail and only awardees will be given stalls. While allotting the stalls, preference will be given in order to Sant Kabir Awardees, National Awardees and National Merit Certificate Awardees respectively.

- v) In the process of allotment of stalls, a representative of local Weavers Service Centre will be invited to ensure that various handloom clusters of the area concerned are given equitable share of participation in the marketing expos/events.
- vi) Allotment of stalls will be done in a transparent manner through portal, when it becomes functional.
- vii) While allotting the stalls, the specification of products alongwith geographical area will be given in a definite manner.
- viii) This has the approval of competent authority.
- ix) Allotment will be made with immediate effect according to these guidelines.

(M.C. Gupta)

Addl. Development Commissioner for Handlooms

To,

1. The Secretary Incharge of Handlooms of all States/UTs.
2. The Commissioner/Director Incharge of Handlooms of all States/UTs with a request to circulate these guidelines to Coop. Societies/Federations/Cluster of your State.
3. The Zonal Director of all WSCs.
4. The Officer Incharge of all Weavers Service Centres.
5. The Secretary, ACASH
6. MD, NHDC, G. NOIDA.
7. ED, HEPC, Chennai.
8. CMD, HHEC, NOIDA.
9. MD, CCIC, New Delhi.
10. Sr. Tech. Director, NIC, Ministry of Textiles, Udyog Bhawan, New Delhi upload the guidelines on the website of O/o DC(Handlooms), Ministry of Textiles.
11. All Officers of DC (Handlooms).