

**Press Information Bureau
Government of India
Ministry of Textiles**

21-August-2015 18:56 IST

Government formulates policy to promote e-marketing of handloom products

The Government of India has launched a policy framework to promote e-marketing of handloom products, in order to promote marketing of handlooms in general and to reach the younger customers in particular. The policy framework has been developed by the [Office of Development Commissioner \(Handlooms\)](#) under the [Ministry of Textiles](#), with the key objectives of promoting the interests of both producers and consumers of handloom products.

Under the policy framework, the Office of DC (Handlooms) would collaborate with approved e-commerce entities in promoting e-marketing of handloom products, in a transparent, competitive and effective manner. The policy thus widens the existing ambit of institutional collaboration between Office of DC (Handlooms) and e-commerce players.

Any e-commerce entity willing to work for promotion of online marketing of handloom products in collaboration with the Office may apply for the same. The application will be scrutinized by a specially constituted Committee. After satisfying itself about the track record and turnover of the applicant, the committee would give its recommendations, keeping in view the handloom fabric producing areas proposed to be covered through e-marketing and the proposed rollout plan. Decision on the application will be taken after duly considering the recommendations of the committee. Processing of applications will be completed within three weeks.

An e-commerce entity approved by the Office would be required to make priority display of handloom products on its home page, leading to an exclusive section for certified/branded handloom products carrying either 'India Handloom' brand or Handloom mark. The framework specifies a ceiling for the service charges that can be levied by the entity. The entity would also be required to comply with any other guidelines/conditions notified by the Office of DC (Handlooms) in the interest of handloom producers/weavers.

Office of DC (Handlooms) will promote marketing of handloom products in collaboration with approved e-commerce entities through the following interventions:

- The name and other details of approved e-commerce entities will be displayed on the web site of DC (Handlooms) and will also be disseminated through its Weavers Service Centres and State Governments.
- Need based awareness generation activities will be undertaken through Weavers Service Centres and prominent handloom clusters for dissemination of e-commerce facilities available for the handloom weavers/producers.
- Brief details of premium traditional handloom products would be posted on the web site of DC (Handlooms) which can be referred by approved e-commerce entities in their product catalogues for disseminating the information to customers.
- Subject to availability, office space and IT infrastructure would be made available to approved e-commerce entities in Weavers Service Centres, Common Facility Centres and handloom clusters for handholding and supporting the weavers and weaver entrepreneurs in availing e-commerce facilities.

The performance of approved e-commerce entities would be monitored continuously; their approval would be considered for extension depending on their performance.

The policy frame work would be reviewed from time to time as per field requirements and the experience gained, for safeguarding the interest of the primary producers of handloom products and consumers.

The policy would provide a fillip to the handloom sector, complementing recent initiatives of the Government to promote handlooms of India, such as the observance of [National Handloom Day](#) and launch of 'India Handloom' brand.

The complete policy framework can be accessed [here](#).