



राह वि नि
NHDC

राष्ट्रीय हथकरघा विकास निगम लिमिटेड
(भारत सरकार का उपक्रम, वस्त्र मंत्रालय)

NATIONAL HANDLOOM DEVELOPMENT CORPORATION LIMITED
(A Government of India Undertaking, Ministry of Textiles)

सीआईएन नं. / CIN NO: U17299UP1983GOI005974

एनएचडीसी/एक्सपी/एम ई/2023-24/1068

26/12/2023

To,

Executive Director,
Central Wool Development Board,
Ministry of Textiles, Govt. of India,
123, Bhagat ki Kothi,
Opposite post office, Pali Road,
Jodhpur (Raj.) -342001

विषय :- Submission of project proposal for organizing (2 Nos) Woollen Expo under Wool Marketing Scheme component of Integrated Wool Development Programme (IWDP) of Central Wool Development Board – Reg

Ref :- CWDB/ IWDP/ HRD-Gen/ 23-24/ 2022 Dt 20.11.2023

महोदय,

National Handloom Development Corporation (NHDC) Ltd. is a National level agency (PSU) for the promotion and development of Handloom sector, under administrative control of the O/o DC(Handlooms), Ministry of Textiles and assist the speedy development of handloom sector by organizing various events/ programmes/schemes.

To provide marketing assistance to handloom weavers & preserve the rich cultural heritage of the country, NHDC regularly organizes various expos/ melas/ events etc.

These events/ expos/ melas are envisaged to bring together handloom weavers from across India, for the benefit of Handloom lovers and enthusiasts. The entire sale of the products goes to the weavers and the government or NHDC doesn't have any commercial interests in the exhibition in terms of earning or profit as part of the sales.

In reference to the referred letter and with the objective to provide support for marketing of Handloom Woollen products, and to help woollen weavers/ artisans, societies, SHG/JLGs, Producer companies, weaver entrepreneurs, Handloom Exporters, NGOs involved in handloom woollen items etc extend their outreach to buyers and open new marketing avenues for woollen products, It is proposed to organize two nos of domestic independent Woollen Expo, under the component of Wool Marketing Scheme of Integrated Wool Development Programme (IWDP) as below –

Location	Period
Jaipur/ New Delhi	20.01.2024 to 30.01.2024 (10 days)
Chandigarh	25.01.2024 to 04.02.2024 (10 days)

पंजीकृत व कारपोरेट कार्यालय : वेगमंस बिजनेस पार्क, चतुर्थ तल, टॉवर-1, प्लॉट नं. 3, सेक्टर नॉलेज पार्क-तृतीय, सूरजपुर-कासना मेन रोड, ग्रेटर नोयडा-201306 (उ. प्र.)

Registered and Corporate Office : Wegmans Business Park, 4th Floor, Tower-1, Plot No. 3, Sector Knowledge Park- III, Surajpur - Kasna Main Road, Greater Noida- 201306 (U. P.)

Format for submission of project proposal under Integrated Wool Development Programme (IWDP) of CWDB, Jodhpur for FY 2021-22 to 2025-26

S. No	Particulars	Details												
1	Name & Full Address of the Implementing Agency with Telephone No., Postal pin, Email etc	<p>1. Name of IA National Handloom Development Corporation (NHDC) Limited</p> <p>2. Address in full Wegmans Business Park, Tower-1, Plot No - 3, Sector Knowledge Park-3, Surajpur Karna Road, Greater Noida-201306</p> <p>3. Contact no. & e-mail 0120-2329600 & mdnhdc@nhdc.org.in ✓ silkfab@nhdc.org.in</p> <p>4. Name of MD Smt. Rita Prem Hemrajani, MD</p>												
2	Nature of Implementing Agency (IA)	Central Public Sector Enterprises (CPSE), Under administrative control of the DC(Handlooms), Ministry of Textiles, Govt. of India												
3	Name of the Scheme and Sub-Scheme /Component under which project is applied	<p>Scheme - Integrated Wool Development Programme (IWDP)</p> <p>Component -Wool Marketing Scheme</p> <p>Sub Component - Organization of domestic independent Woollen Expo</p>												
4	Brief of the agency and its activities in last 3 years	<p>National Handloom Development Corporation (NHDC) Ltd is a National Level Agency, Set up in February, 1983 under administrative control of the office of DC(Handlooms), Ministry of Textiles to assist the speedy development of the Handloom Sector.</p> <p>The main activities of NHDC are as below -</p> <ul style="list-style-type: none"> ➤ Procurement and supply of inputs to Handloom sector at reasonable prices. ➤ Promotion of production, marketing including taking up of other developmental activities. ➤ Initiating developmental activities for upgrading the technology in the Handloom Sector and improving productivity. <p>The mission of NHDC is to serve as a National level agency for the promotion and development of Handloom sector. NHDC aspires to become a one stop solution for all Handloom sector related development and industry related requirements of Handloom Weavers.</p> <p>In order to promote marketing of handloom fabrics, the corporation organizes special exhibitions like Silk Fabs & Wool Fabs. During last 3 years NHDC has organized following number of marketing expos -</p> <table border="1"> <thead> <tr> <th>Year</th> <th>No of Expos/ Melas etc</th> <th>Sales generated by Weavers (In Crore Rs)</th> </tr> </thead> <tbody> <tr> <td>2022-23</td> <td>36</td> <td>17.46</td> </tr> <tr> <td>2021-22</td> <td>7</td> <td>4.41</td> </tr> <tr> <td>2020-21</td> <td>9</td> <td>12.85</td> </tr> </tbody> </table>	Year	No of Expos/ Melas etc	Sales generated by Weavers (In Crore Rs)	2022-23	36	17.46	2021-22	7	4.41	2020-21	9	12.85
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5	Objectives of the Project	To provide support for marketing of Handloom Woollen products, and to help woollen weavers/ artisans, societies, SHG/JLGs, Producer companies, weaver entrepreneurs, Handloom Exporters, NGOs involved in handloom woollen items etc extend their outreach to buyers and open new marketing avenues for woollen products like -woollen Handlooms, carpets, woollen khadi, woollen blankets, kambalies, woollen decorative items etc.												
6	Brief of the Project (Detailed DPR may be enclosed)	<p>The National Level Expo -" Wool Fab" will be organized having participants of weavers/ artisans of exclusive Handloom woollen products from the various parts of nation.</p> <p>The event will be of 10 days and highlights of the event will be as following -</p> <ul style="list-style-type: none"> ✓ 50 stalls for Handloom weavers / artisans to directly retail woollen items ✓ Theme pavilion based on woollens of India / exquisite handwoven woollen items of nation ✓ Workshops and Talkshows ✓ Interactive sessions by designers with Handloom weavers ✓ Cultural performances by contemporary and folk artists ✓ Screening of Handloom Films ✓ Food stalls of different varieties of food etc 												