



COMPENDIUM OF HANDLOOM SCHEMES



Office of the Development Commissioner for Handlooms
Ministry of Textiles, Govt. of India
Udyog Bhawan, New Delhi

INDEX

S.No.	Subject	Page Number
National Handloom Development Programme		
1	Introduction	1-3
	Component-wise details	
A.	Cluster Development Programme (CDP) (earlier known as Block Level cluster)	4-10
B.	Handloom Marketing Assistance	11-25
	1. Domestic Marketing Promotion Domestic Expos (NHE, SHE & DHE)	11-15
	Craft Melas	15-16
	Dilli Haat Exhibits	16
	Brand building (Handloom Mark, India Handloom Brand, Geographical Indications)	16-17
	Miscellaneous Promotional Activities	17-18
	2. Handloom Export Promotion International Fairs & Exhibitions (Physical, Virtual & Big-Ticket Event)	19-20
	BSM/RBSM	21
	Miscellaneous Promotional Events/activities	21
	3. Urban Haats	22-23
	4. Marketing Incentive	24-25
C.	Infrastructure & Special Projects including Indian Institutes of Handloom Technology (IIHT)-related projects	26-27
D.	Mega Handloom Cluster [earlier known as Comprehensive Handloom Cluster Development Scheme (CHCDS)]	28-30
E.	Concessional Credit / Weaver MUDRA Scheme	31-33
F.	Handloom Weavers' Welfare {earlier known as Handloom Weavers Comprehensive Welfare Scheme (HWCWS)}	34-37
	1. Insurance coverage under the PMJJBY, PMSBY and Converged MGBBY	34-36
	2. Financial support to Awardee weaver in indigent circumstances	36
	3. Financial support as scholarship to handloom weavers/workers' children for study in Textiles Institutes	36-37
G.	Miscellaneous Components: i) Research & Development projects ii) Handloom Census iii) Publicity, Advertisement, Monitoring, Training & Evaluation of Scheme iv) Education of weavers/their wards through National Institutes of Open Schooling (NIOS)/IGNOU v) Project Monitoring Cell, vi) Handloom Helpline Centre vii) Earlier committed liabilities of NHDP, HWCWS, CHCDS etc.	38
H.	Any other component	38
ANNEXURES		
1	A1 - A6(1), relating to Cluster Development Programme	39-52
2	B1 - B10, relating to Handloom Marketing Assistance	53-62
3	F1 - F3, relating to Handloom Weavers' Welfare	63-65

S.No.	Subject	Page Number
Raw Material Supply Scheme		
1	Eligible Beneficiaries, Implementing Agencies	67-68
2	Features of The Scheme	68-69
3	Details of Components of RMSS	69-70
4	Yarn Passbook	70-71
5	Yarn Procurement System	71
6	Supply Mechanism	71-72
7	Annexure-1 to 8	73-80

S.No.	Subject	Page Number
Scheme for Protection of the Handlooms and Implementation of the Handlooms (Reservation of Articles for Production) Act, 1985		
1	Introduction & Objectives	82-83
2	Extent of Assistance	83
3	Setting up of Enforcement Offices in States	83
4	Submission of Proposals	84
5	Annexure-R1 to R5	85-90

Abbreviations Used

Abbreviation	Full form
BSM	Buyers-Sellers Meet
CATD	Computer Aided Textile Design
CCIC	Central Cottage Industries Corporation Ltd.
CEO	Chief Executive Officer
CDE	Cluster Development Executive
CFC	Common Facility Centre
CGTMSE	Credit Guarantee Fund Trust for Micro & Small Enterprises
LR/GR	Lorry receipt/Goods receipt
DA	Daily Allowance
DBT	Direct Benefit Transfer
DC	District Collector
DC (HC)	Development Commissioner (Handicrafts)
DC (HL)	Development Commissioner (Handlooms)
DHE	District Handloom Expo
DPR	Detailed Project Report
EPC	Export Promotion Council
EPCH	Export Promotion Council for Handicrafts
ERP	Enterprise Resource Planning
ETP	Effluent Treatment Plant
ED	Executive Director
GeM	Government e-Marketplace
GI	Geographical Indications
GoI	Government of India
HEPC	Handloom Export Promotion Council
HLM	Handloom Mark
HoO	Head of Office
HSS	Hathkargha Samvardhan Sahayata
IA	Implementing Agency
IIHT	Indian Institute of Handloom Technology
IHB	India Handloom Brand
JLG	Joint Liability Groups
MD	Managing Director
MUDRA	Micro Units Development & Refinance Agency Ltd.
MGBBY	Mahatma Gandhi Bunkar Bima Yojana
MoU	Memorandum of Understanding
MI	Marketing Incentive

Abbreviations Used

Abbreviation	Full form
NCGTC	National Credit Guarantee Trustee Company
NEC	North East Council
NER	North Eastern Region
NEFT	National Electronic Funds Transfer
NHE	National Handloom Expo
NGO	Non-Government Organisations
NHDC	National Handloom Development Corporation
NID	National Institute of Design
NIFT	National Institute of Fashion Technology
NIMRC	National Implementation Monitoring & Review Committee
NTC	National Textile Corporation
O/o DC (HL)	Office of the Development Commissioner (Handlooms)
PAMC	Project Approval and Monitoring Committee
PCs	Producer Companies
PHWC	Primary Handloom Weavers' Cooperative Society
PMJJBY	Pradhan Mantri Jeevan Jyoti Bima Yojana
PMSBY	Pradhan Mantri Suraksha Bima Yojana
PO	Purchase Order
PoS	Point of Sale
RBSM	Reverse Buyers-Sellers Meet
RMSS	Raw Material Supply Scheme
RTGS	Real Time Gross Settlement
SHG	Self Help Group
SHE	State Handloom Expo
SIMRC	State Implementation Monitoring & Review Committee
SLBC	State Level Bankers Committee
SLPC	State Level Project Committee
SPV	Special Purpose Vehicle
State Director Handlooms	State Commissioner/Director in-charge of Handlooms & Textiles
State Directorate	State Commissionerate/Directorate in-charge of Handlooms & Textiles
TA	Travelling Allowance
UC	Utilization Certificate
UT	Union Territory
WSC	Weavers' Service Centre
YSS	Yarn Supply Scheme

GUIDELINES OF NATIONAL HANDLOOM DEVELOPMENT PROGRAMME (NHDP)

(2021-22 to 2025-26)

**Office of the Development Commissioner for Handlooms,
Ministry of Textiles, Udyog Bhavan,
New Delhi**



No.7/2/2020-DCH/Scheme Guidelines
Government of India
Ministry of Textiles
Office of Development Commissioner for Handlooms

National Handloom Development Programme (NHDP)

1. Introduction

The Handloom Sector is one of the largest unorganized economic activities and it constitutes an integral part of the rural and semi-rural livelihood engaging over 35 lakh persons. The sector engages over 25 lakh female weavers and allied workers which makes it an important source of economic empowerment of women.

It provides employment opportunities to women and is a source of women empowerment. Handloom weaving constitutes one of the richest and most vibrant aspects of the Indian cultural heritage. The sector has advantage of being less capital intensive, minimal use of power, eco-friendly, flexibility of small production, openness to innovations and adaptability to market requirements.

Because of the uniqueness and exclusivity of designs, capability to produce small batch sizes and being eco-friendly fabric, handloom products are in high demand in the international and the domestic market and discerning retailers look for reliable source for constant supply of authentic handloom products on regular basis. However, handloom weavers, being unorganized, face problems in supplying their products of large orders in absence of systemized production wherein they may cater to the stringent quality and timely delivery. Therefore, there is a need to bridge the gap through infrastructure development, skill up-gradation, design and product development as per the market demand so that weavers get better remuneration for their products and an assured market. Through sustained efforts of the Ministry of Textiles, there has been significant development of handloom sector which is now able to sustain the competition with machine made fabrics.

The GoI has been following a policy of promoting and encouraging the handloom sector through a number of policies and programmes. Most of the schematic interventions of the Government of India have been through the State Agencies and Cooperatives in the Handloom Sector. However, in the face of growing competitiveness in the textile industry both in the national and international markets and the free trade opportunities emerging, a growing need has been felt for adopting a focused yet flexible and holistic approach in the sector to

facilitate handloom weavers to meet the challenges of a globalized environment. A need has also been felt to empower weavers to chart out a sustainable path for growth and diversification in line with the emerging market trends. The NHDP is an attempt to facilitate the sustainable development of handloom weavers located in and outside identified handloom clusters into a cohesive, self-managing and competitive socio-economic unit.

2. National Handloom Development Programme (NHDP)-A CENTRAL SECTOR PLAN SCHEME

NHDP has been formulated for its implementation during financial year 2021-22 to 2025-26. The scheme will follow need-based approach for integrated and holistic development of handlooms and welfare of handloom weavers. The scheme will support weavers, both within and outside the cooperative fold including Self Help Groups etc. towards raw material, design inputs, technology up-gradation, marketing support through exhibitions, create permanent infrastructure in the form of Urban Haats, marketing complexes etc.

3. Components

- A. Cluster Development Programme (CDP) (earlier known as Block Level cluster)
- B. Handloom Marketing Assistance with special emphasis on uncovered & talented weavers.
- C. Infrastructure & Special Projects including Indian Institutes of Handloom Technology (IIHT)-related projects
- D. Mega Handloom Cluster [earlier known as Comprehensive Handloom Cluster Development Scheme (CHCDS)]
- E. Concessional Credit/Weavers' MUDRA Loan
- F. Handloom Weavers' Welfare {earlier known as Handloom Weavers Comprehensive Welfare Scheme (HWCWS)}
- G. Miscellaneous Components-
- I. Research & Development projects
- II. Handloom Census
- III. Publicity, Advertisement, Monitoring, Training & Evaluation of Scheme
- IV. Education of weavers/their wards through National Institutes of Open Schooling (NIOS)/IGNOU

- V. Project Monitoring Cell,
- VI. Handloom Helpline Centre
- VII. Earlier committed liabilities of NHDP, HWCWS, CHCDS, NERTPSetc.
- H. Any other component

4. Objectives of the scheme

- i. To give equal marketing opportunities including direct linkages domestically and internationally to handloom workers with special focus on talented and uncovered weavers for enhancement of their incomes.
- ii. To focus on development of pockets at the intersection of handlooms & handicrafts, untouched by commercialization, pockets requiring revival of languishing crafts and having export potential.
- iii. To reorient IIHTs as handloom and handicraft hubs by collaborating with NIFT, NID& DC (HC).
- iv. To ensure capacity building of handloom workers and other stakeholders, especially technical, managerial &entrepreneurship skills, exposure to banking & formal sources of finance, laws & legal terminology, export procedures & foreign market trends, digital literacy and ecommerce, etc.
- v. To ensure preservation and archiving of traditional designs, tribal weaves, languishing weaves, looms etc.
- vi. To focus on brand building of handloom under India Handloom Brand as an eco-friendly, sustainable and aspirational high-quality textile segment through awareness, promotion of natural dyes/fibers and adoption of global standards of labelling, packaging & quality by the weaving community.
- vii. To link handlooms with fashion through interface between weavers, professional designers & the industry and tourism through creation of handloom craft villages for according greater visibility and outreach to the sector.
- viii. To focus on minimizing occupational hazards and enhancing productivity of weavers through development of ergonomic loom designs and better infrastructural support.
- ix. To facilitate formation of more egalitarian structure of

producer companies of handloom workers and their handholding to ensure their sustainability & commercial viability as well as percolation of benefits of professional expertise, operational and financial freedom to them.

- x. Recognition of talented handloom workers for their outstanding work by conferring Awards.
- xi. To ensure availability of concessional credit to handloom weavers, producer companies, Self Help Groups etc.
- xii. Integrated & holistic development of Mega Handloom Clusters in clearly identifiable geographical locations that specialize in specific handloom products with close linkages and inter-dependency amongst the key players.
- xiii. To ensure welfare of handloom workers through provision of life & accidental insurance cover, scholarships for school and higher education to their wards and financial support to indigent handloom awardees.

5. Prioritization of Projects and focus areas for developing Ecosystem:

Under the scheme, priority would be given for sanctioning of components/projects inter-alia, to the handloom workers in the following areas/cluster:

- i. Areas having individual weavers who are outside the fold of any formal organization
- ii. Handloom clusters having export potential/market potential
- iii. Pockets at the intersection between handloom and handicrafts
- iv. Handloom Pockets requiring revival of languishing crafts
- v. Areas untouched by commercialization such as North East

Further, in the projects, due weightage should be given to the individual talented handloom workers who are not covered so far and who are outside the fold of any formal organisation etc.

A. Cluster Development Programme (CDP)

The CDP focuses on development of weavers' groups as a visible entity, so that the groups become self-sustainable.

A.1 Quantum of financial assistance and duration of the project

The quantum of assistance for each cluster would be need based, depending on the requirement of the cluster, the scope of the activities envisagedtechnical, financial and managerial capacity of the cluster Organization, level of maturity and past track record of the cluster etc. Maximum permissible Gol financial assistance is upto Rs. 2.00 crore per cluster. Duration of implementation of the project is 3 years from the date sanction of 1st instalment.

A.2 Implementing agency

- i. Central Government Organizations
- ii. National Level Handloom Organizations
- iii. State Commissionerate / Directorate In-charge of Handlooms & Textiles
- iv. State Commissionerate / Directorate In-charge of Sericulture
- v. State Handloom Development Corporations
- vi. State Apex Handloom Weavers' Co-operative Societies.
- vii. Primary Handloom Weavers' Co-operative Society, having large presence in the Cluster covering at least 50% individual weavers as non-members.
- viii. Self Help Groups
- ix. Producers' Company.
- x. Any other appropriate entity working for handlooms (recommended by the State Govt. and approved by the DC (HL).

Note: For implementation of CDP, eligible Agency (except NGO, Central Govt. organizations, State Directorate In-charge of Handlooms/Sericulture etc.) should have net profit in last 2 years.NGOS, engaged in the handloom, recommended by the State Govt. are required to register on NITI Aayog Darpan Portal and submit PAN No. and Aadhar No. of each trustee/office bearer.

A.3 Funding pattern

- (i) Interventions like Baseline Survey, Diagnostic Study, Formation of Consortium, Awareness Programmes, Product Development, Exposure visit, participation in exhibitions/ BSMs/publicity, Documentation of cluster activities, service charges to designated agency, Project Management Cost, Engagement of Textiles Designer, wage compensation to the trainees for skill up-gradation, incentive to IA etc. will be fully funded by Gol, excluding land cost.

- (ii) Other Interventions benefitting directly individual weavers like Hathkargha Samvardhan Sahayata and lighting units will be funded in the ratio of 90:10 by the Gol : Beneficiary
- (iii) Individual Workshed-BPL/SC/ST/Women/differently-abled – 100% by Gol share.
Others – 75% by the Gol: 25% beneficiary
- (iv) Common Workshed – 90% by the Gol: 10% beneficiary
- (v) Solar Lighting System for Common Workshed - 90% by the Gol: 10% beneficiary

A.4 State Level Project Committee (SLPC)

SLPC will be chaired by the State Director of Handlooms with members from Handloom organization (Apex Weavers' Cooperative Society or State Handloom Corporation), leading Exporter, Head of Office of WSC concerned, representative of NHDC, representative of IA and a weaver from a group of SHGs. SLPC will be responsible for scrutinizing the project proposals, validating the action plan, monitoring, evaluation etc. and will also recommend the IA. Silk based handloom clusters may be implemented by the State Director of Sericulture, if there is separate Directorate of Sericulture in the State. State Directorate shall submit the copy of proposal to the respective WSCs at least two weeks before SLPC meeting for their response.

Note: Inter-component diversion, if any, within the approved cost & within the approved ceiling, shall be done with the approval of the SLPC under intimation to the O/o DC (HL)

A.5 Submission of the proposal

State Directorate will submit the proposals along with the recommendations of the SLPC. The proposals recommended by the State Directorate will be scrutinized & approved by the O/o DC (HL).

In case, State Directorate do not forward the cluster proposal in two months' time after its submission by the IA, WSC concerned shall directly submit the proposal to O/o DC (HL)under intimation to the State Directorate.

In case, WSCs, IIHTs, National Level Organizations etc. (working in handlooms) are the implementing agencies of CDP, they will submit the proposal directly to O/o DC (HL)under intimation to the State Directorate.

Proforma for submission of the proposals for the CDP are at Annexure – A1, A2, A3, & A4. In **Annexure A1**, col. 5 to 16 should be filled up for each weaver and ensure that out of the total weavers to be covered in the cluster, at least 50% weavers should be non-member of the IA.

Documents to be submitted with the proposal are as follows:

1. Minutes of SLPC duly signed by the Chairman and Members of the Committee, highlighting the priority area.
2. Baseline Survey of CDP in prescribed proforma i.e. Annexure A1 duly signed by the IA and countersigned by Director of Handlooms.
3. Diagnostic study, Intervention-wise Action Plan/total financial outlay, intervention-wise requirement of funds for 1st installment in prescribed proforma i.e. Annexure A2 duly signed by the IA and countersigned by Director of Handlooms.
4. Profile of IA indicating name, address, contact, PAN/TAN number, Bank accounts details etc. in the prescribed proforma Annexure A3.
5. Profit & Loss Account and Balance Sheet of the IA for last two years (Not applicable in case, the IA is Central Govt. offices like WSC/IIHT, State Director of Handlooms and NGO)
6. In case, the IA is NGO, the State Directorate concerned shall submit Score pattern for grading in prescribed proforma Annexure A4. Also, certificate of registration on NITI Aayog Darpan Portal.
7. List of weavers for availing benefit of individual interventions like HSS, lighting Units, workshed etc. in the prescribed format, duly signed by the local committee.
8. For Common workshed, details of the land with its area & location, title of land to be in the name of the IA supported by relevant documents etc.
9. For Solar Lighting System for Common Workshed, details of cost break-up, lighting capacity of the system, warranty period, place where to be installed, size of the workshed with number of looms etc.

A.6 Project Components:

A.6.1 Baseline Survey

The baseline survey would require visit to weaver households for preparing the profile of the cluster. The proforma for profile of weavers is at Annexure –A1.

A.6.2 Diagnostic Study

The objective of diagnosis is to understand and analyze the current scenario under which the handlooms are operating in the cluster i.e. analysis of business operations, nature of production activity, profiling of products, patterns of production and existing market potential for it. The proforma for profile of cluster is at Annexure –A2.

A.6.3 Product Development

Product development shall be carried out by the IA in consultation with cluster Designer and WSC concerned. Funds provided under this component shall act as a corpus. Sale proceeds from the sale of products developed shall be used for product development only.

A.6.4 Exposure Visit

Assistance upto Rs. 1.50 lakh shall be provided towards exposure visits of the weavers to other handloom pockets for new learnings.

A.6.5 Documentation of cluster activities

On day to day basis, activities undertaken in the cluster shall be compiled by the IA. After the cluster development programme is over, all the activities shall be documented for the purpose of record.

A.6.6 Individual interventions directly benefitting weavers

Financial assistance shall be provided for distribution of Hathkargha Samvardhan Sahayata (HSS) items (loom/accessories), lighting units and construction of individual worksheds to handloom workers. These interventions shall be implemented by the State Directorate and funds shall be released to them for onward release to the supplier(s)/beneficiaries.

A.6.6 (i) Hathkargha Samvardhan Sahayata (HSS)

Under “HSS”, financial assistance shall be provided for upgradation of looms/accessories of the handloom weavers/workers so as to improve quality of the fabric & productivity and reduce drudgery. Cost sharing of HSS items shall be in the ratio of 90% by the GoI and 10% by the beneficiary.

Eligibility norms

Loom/accessories shall be given to following handloom weavers/workers who are willing to contribute their 10% financial share.

- i) Loomless weaver, weaver wanting to replace existing loom or switchero to other type of loom (like from loin loom/pit loom to frame loom etc.) or require higher width loom and upgraded loom.
- ii) A person undergoing Diploma/Degree/Certificate Course in handlooms/Textiles may apply for loom after course completion.

List of items admissible under the scheme along with cost norms is as follows:

S. No.	Item	Total cost (upto Rs.) of item
1.	a) Pneumatic jacquard system for a set of 2 handlooms	35000/-
	b) Pneumatic jacquard system for a set of 4 handlooms	50,000/-
2.	a) Motorized lifting device for jacquard (Single lever)	18,000/-
	b) Motorized lifting device for jacquard (Two levers)	21,000/-
	c) Motorized lifting device for jacquard (Three levers)	23,000/-
3.	Take-up & let off motions on the existing handloom (including fitting charges)	7,000/-
4.	Multiple box motion device	4,500/-
5.	Multiple buti (spot motif) weaving sley (09 buti, 50" working space, 60" reed space)	9,500/-
6.	a) Twin cloth weaving upto 66" (including fitting charges)	7,000/-
	b) Twin cloth weaving mechanism upto 72"(including fitting charges)	9,000/-
7.	Jacquard	
	a) Complete set of jacquard (100 hooks)	15,000/-
	b) Complete set of jacquard (200 hooks)	22,000/-
	c) Complete set of jacquard (300 hooks)	35,000/-
8.	Dobby with complete set (upto 32 lever)	7,000/-
9.	Loom Accessories: Set of heald, reed, bobbin, shuttle, charkha etc.	6,000/-
10.	a) Frame Loom - upto 56" Reed Space (RS)	30,000/-
	b) Frame Loom – 60" RS	32,000/-
	c) Frame Loom – 66" RS	36,000/-
	d) Frame Loom –72" RS	45,000/-
	e) Frame Loom – 96" RS/102" RS	57,000/-
11.	a) Pit Loom – 56" RS (alongwith reed, heald)	30,000/-
	b) Pit Loom – 60" RS (alongwith reed, heald)	32,000/-
12.	a) Frame Loom (Iron) up to – 56" RS (alongwith reed, heald)	26,000/-
	b) Frame Loom (Iron) – 60" RS (alongwith reed, heald)	32,000/-
	c) Frame Loom (Iron) – 66" RS (alongwith reed, heald)	35,000/-
	d) Frame Loom (Iron) –72" RS (alongwith reed, heald)	38,000/-
	e) Frame Loom (Iron) – 96" RS/102" RS (alongwith reed, heald)	45,000/-
13.	a) Loin loom (conventional) (alongwith reed, heald)	5,000/-
	b) Modified loin loom (Arunachal Pradesh type)	10,000/-
14.	a) Pashmina loom up to 60" (with accessories) for Jammu & Kashmir	23,000/-
	b) Pashmina loom above 60" (with accessories) for Jammu & Kashmir	26,000/-
15.	a) Asu Machine (manually operated)	10,000/-
	b) Asu Machine (motorized)	30,000/-
16.	Warp beam & cloth beam	
	a) Warp Beam (5"dia) for 56" loom	5,000/-
	b) Cloth Beam (4"dia) for 56" loom	3,500/-
	c) Warp Beam (5"dia) for 60"- 66" loom	5,300/-
	d) Cloth Beam (4"dia) for 60"- 66" loom	4,000/-
	e) Warp Beam (5"dia) for 72" loom	6,000/-
	f) Cloth Beam (4"dia) for 72" loom	4,500/-
	g) Warp Beam (6"dia) for 96"/102" loom	11,500/-
	h) Cloth Beam (5"dia) for 96"/102" loom	8,300/-
17.	a) Warping machine – 72"	30,000/-
	b) Warping machine (cast iron wheel) – 72"	37,000/-
18.	Motorized warping machine - 72"	60,000/-
19.	a) Motorized Pirn winding machine	4,000/-
	b) Motorized Pirn- cum-bobbin/dubba winding machine	5,000/-
20.	Street Sizing kit (brush, sticks, spray gun etc.)	10,000/-
21.	Electronic Jacquard with motorized lifting device (maximum 5 units/cluster)	3,00,000/-

As far as possible, proposal for jacquard should be submitted together with motorized lifting device as single unit.

List of items is updated along-with the cost norms on the recommendations of the Expert Committee and approval of DC (Handlooms).

Note: In case, cost of any item is more than prescribed cost, it shall be borne by the weaver.

A.6.6 (ii) Lighting Unit

Financial assistance shall be provided for purchase of lighting unit costing upto Rs. 15,000/- per unit (to be shared in the ratio of 90% by the Gol and 10% by the beneficiary) to handloom weavers/workers.

Procedure for implementation of HSS and Lighting Units

- To be implemented by the State Directorate.
- A Local Committee, chaired by Head of Office, WSC concerned with representative of State Directorate, NHDC and Cluster IA shall undertake the following tasks:
 - a) Applications from the weavers/workers shall be collected/invited along-with their photograph, self-attested copies of the Aadhar Card and weavers'/workers' I-card through Cluster IA/ Newspaper advertisement.
 - b) Applications received shall be scrutinized through the central data bank to identify the eligible weavers/workers. WSC shall also maintain record of weavers/workers found ineligible, along-with reasons thereof.
 - c) To select the weavers/workers for availing the benefit. In case, number of eligible weavers/workers are more than the target allocated, following shall be the priority in selection of beneficiaries:

Looms/accessories

- i) loomless weavers
- ii) weavers who have undergone skill up-gradation
- iii) one member from one family
- iv) weavers in the age group of 18-35 years

A person who has been given loom/accessories shall not get the same type of loom/accessories again. However, up-gradation will be permitted.

Lighting Units

- v) weavers/workers having no alternative source of electricity in the absence/interrupted electricity supply.
- vi) Weaver/worker willing to contribute his/her 10% share
- d) Final list of weavers for each intervention shall be duly signed by the Local Committee.
- e) For empanelment of suppliers of each item, action shall be simultaneously initiated by the State Directorate to invite bids through open tender. For tendering, State Directorate concerned shall follow State guidelines and will constitute Tendering Committee, having representative of WSC concerned as member.
- Until the on-line system of submission is in place, State Directorate shall send the final list of beneficiaries (duly signed by the Local Committee) in prescribed format to the office of the DC (HL) alongwith the proposal for release of 1st/2nd installment.
- On sanction of the cluster project by the O/o DC (HL), State Directorate shall collect 10% of the item cost preferably through RTGS/NEFT/UPI etc. from the weavers concerned and shall place the supply order alongwith payment of 10% amount to the supplier as advance. Supply order shall contain details of the weavers i.e. name, address, mobile number, name of the item(s) to be supplied with specifications and cost, expected date of supply etc. A copy of the supply order shall be endorsed to weaver concerned.
- In accordance with supply order and delivery schedule, supplier shall ensure delivery and installation of items with prior intimation to beneficiaries through SMS etc. within 2 months of depositing their 10% contribution under intimation to the State Directorate. On being satisfied with the performance of the looms/accessories, the weaver will inform the State Directorate and WSC for inspection within 7 days.
- An app-based verification system for distributed items shall be introduced to capture photograph & geo-tag of HSS items and the weaver to monitor real-time progress. The present system of physical verification by local committee shall also be continued besides App based verification system for quality aspects. The verification report should also be uploaded on the portal being developed by the O/o DC (HL) within a week. In case, quality of the item is not upto the mark, same shall be informed to the supplier for corrective action.
- Funds (90% Gol share) shall be transferred in the Supplier's Bank A/c by the State Directorate after satisfactory verification report.
- The State Directorate shall furnish cluster-wise and Block-wise physical and financial progress to O/o DC (HL) every quarter.
- If the Supplier does not provide items as per requirement, the agency may be debarred from

- supplying goods along with imposition of suitable penalty as decided by the Committee. The order of debarment shall be passed after giving the supplier a reasonable opportunity of explaining his conduct and not finding the explanation satisfactory. The order of debarment shall be speaking one. A copy of debarment shall be circulated widely including Ministries/Departments for uploading on their websites.
- Beneficiary is not allowed to transfer/dispose of the looms/accessories/lighting units. Non-compliance shall follow an action by the Committee to recover the funds with interest.

A.6.6 (iii) Construction of individual workshed

For construction of individual workshed, financial assistance shall be provided to the State Directorate @ Rs. 1,20,000/- per unit (measuring 25 sq. mts.) for onward release in the bank account of the beneficiaries in two equal installments. 1st installment shall be released as an advance and 2nd installment shall be released on submission of 70% UC of the 1st installment and physical verification of the workshed by the Local committee. The land for the construction of workshed shall be in the name of beneficiary or his/her spouse. If the land is in the name of spouse, the beneficiary has to submit a notarized affidavit of the spouse to the effect that the spouse has no objection for construction of workshed on his/her land by the beneficiary. If needed, the beneficiary can construct the workshed on 1st/next floor.

Sharing Pattern:

For BPL/SC/ST/Women/Differently-abled beneficiaries – 100% by the GoI;

For other beneficiaries – 75% by the GoI and 25% by the beneficiary.

Note: An app-based verification system for individual worksheds shall be introduced to capture photograph & geo-tag of worksheds & weaver to monitor real-time progress. The present system of physical verification by the local committee shall also be continued besides App based verification system for quality aspects. Beneficiaries would be linked with the Census Data to avoid duplication.

A.6.6 (iv) Construction of Common Workshed

Financial assistance upto Rs. 25.00 lakh shall be provided to the State Directorate for construction of the Common workshed, having area of about 1,000 sq.ft. To release financial assistance, project proposal will be required, highlighting area (in sq. fts.) of the workshed, location of land, items (looms etc.) to be installed with their numbers,

title of land supported by relevant documents, plan layout etc.

A.6.6 (v) Solar Lighting System for Common Workshed

Financial assistance upto Rs. 10.00 lakh shall be provided to the State Directorate for installing Solar Lighting System for Common Workshed. To release financial assistance, project proposal will be required to be submitted, highlighting cost break-up, lighting capacity of the system, place where to be installed, size of the workshed with number of looms etc.

A.6.7 Engagement of Textile Designer

Design is one of the important inputs and plays a vital role in the marketing of handloom products. Considering the requirement of innovative designs for development of the handloom products, there is a need to engage the designers on contractual basis in the Cluster. Requirement of designs will be supplemented by the Textile Designer, passed out from NIFT/NID or from any Institute of repute. Applicant should have at least 2 yrs. experience of working as Textile Designer, preferably with experience of working in handlooms and should have track record for promotion and development of textile including handlooms. In order to make the role of such designers more effective, they shall undergo 5 days orientation programme in the WSC concerned. Any expenditure for payment to designer shall be done with the recommendation of Local Committee.

Applications shall be invited by the State Directorate through issue of an advertisement. By inviting Expression of Interest (EoIs), selection of Textile Designer will be done in a transparent manner by the Committee, chaired by State Director of Handlooms with the representative of IA, WSC concerned, representative of NIFT/IIHT etc. as per the criterion laid down in the ToR given at **Annexure – A5**. Decision of the committee shall be final and binding on all the applicants. It would be preferred to prepare a panel of designers, so that the same may be used as when required.

After selection, IA will sign the MoU with Textile Designer, highlighting the deliverables of the project for implementation/completion of the project in time.

The performance of the designer shall be evaluated and monitored by a Committee at local level, headed by the Head of Office, WSC concerned with representative of State Directorate, NIFT, NHDC, State Handloom Corporation/Apex Society and any other member as decided by the Chairman. In case performance of the designers is not found satisfactory, services of the designer shall be discontinued on the recommendation of the Committee.

Textile Designer shall be paid remuneration as follows;

- i) Fixed remuneration @ Rs. 30,000/- per month.
- ii) Lump sum payment to meet the expenditure towards local travel, telephone etc. @ Rs. 500/- p.m.
- iii) Reimbursement cost of TA for travel to attend the meeting convened by the State Director/Head of Office, WSC @Rs. 800/- per day for stay in Hotel and travel by Public transport i.e. 3rd AC train/Deluxe Bus, subject to actual on production of relevant documents.

The payment to designer shall be done with the recommendation of local committee.

A.6.8 Skill up-gradation

Skill up-gradation programmes in weaving, dyeing, designing etc. in the clusters shall be conducted under SAMARTH (Scheme for Capacity Building in Textile Sector) only as per its guidelines.

Under NHDP, financial assistance @ Rs.300/- per day/per trainee shall be provided as wage loss compensation for training under SAMARTH.

In case trainings can not be conducted under SAMARTH, Skill up-gradation programmes shall be conducted under NHDP inand outside the sanctioned clusters as per the guidelines at Annexure – A6, with permission of DC (HL).

A.6.9 Project Management Cost

CDE who should not be the employee of implementing agency will be engaged. He/she should be Diploma in Handloom Technology (DHT), preferably with an experience of working 2 years. CDE should be Computer literate (knowledge of MS Word/Excel/Power Point), basics of accounts etc. and he/she will be responsible to maintain records& managing all activities. Applications shall be invited for CDE through an advertisement by the State Directorate concerned. Selection of the CDE shall be done by the Committee chaired by State Commissioner/Director of Handlooms with the representative of IA, WSC concerned, representative of NHDC etc. A panel of selected CDEs shall also be maintained. Total financial assistance upto Rs. 15.00 lakh shall be provided as Project Management Cost (PMC) for three years. Details are as follows;

- i) Fixed remuneration @ Rs. 30,000/- per month.
- ii) Lump sum payment to meet the expenditure towards local travel, telephone etc. @ Rs. 500/- p.m.
- iii) Reimbursement of cost of TA for travel by CDE to attend the meeting convened by the State Director of

Handlooms/Head of Office, WSC @Rs. 800/- per day for stay in Hotel and travel by Public transport i.e. 3rd AC train/Deluxe Bus, subject to actuals on production of relevant documents.

- iv) Cost for purchase of computer/printer & related furniture (one time assistance upto Rs. 1.00 lakh).
- v) Administrative Cost (Rs.40,000/- per year to the implementing agency etc. to meet the expenses towards stationery, local travel in the cluster, reimbursement of cost of TA for travel to attend the meetings @Rs. 800/- per day for stay in Hotel and travel by Public transport i.e. 3rd AC train/Deluxe Bus, subject to actuals on production of relevant documents, mobile charges etc.

All payments are subject to submission of bills within prescribed ceiling or actual expenses, whichever is low and shall be done with the recommendation of local committee.

A.7 Component-wise upper limit of fundings

- 1. Upto Rs. 150.00 lakh towards HSS i.e. loom/accessories, lighting units, construction of individual workshed, construction of common workshed, Solar Lighting System for common workshed, etc. Funding for construction of individual workshed is limited upto 1/3rd of Rs. 150.00 lakh.
 - 2. Upto Rs. 15.00 lakh for engaging Textile Designer.
 - 3. Upto Rs. 15.00 lakh as Project Management Cost, which includes remuneration of CDE, call charges and local travel cost of CDE, stationery items, administrative cost to IA, purchase of computer/printer etc.
 - 4. Upto Rs. 20.00 lakh for Other Interventions
- i) Baseline Survey, Diagnostic Study, Formation of Consortium, Awareness Programmes (upto Rs. 2.00 lakh),
 - ii) Product Development (upto Rs. 5.00 lakh),
 - iv) Participation in exhibitions/BSMs/publicity etc. (upto Rs. 5.00 lakh)
 - v) Exposure visit to the handloom pockets of other States (upto Rs. 1.50 lakh)
 - v) Documentation of Cluster activities (upto Rs. 0.50 lakh)
 - vi) Incentive to IA, if all approved interventions in cluster with Gol share of atleast Rs. 1.50 crore are implemented on time (within 3 years) (Rs. 1.00 lakh)
 - vii) Any other intervention

Maximum permissible Gol financial assistance is upto Rs. 2.00 crore per cluster.

A.8 Release of financial assistance

Funds shall be sanctioned/released with the approval of DC (HL) as follows:

- a) 50% as advance as 1st installment to the IA. 2nd installment will be released on receipt of following documents:
 - I UC of atleast 70% of release of 1st instalment in GFR-12-A, duly signed by head of IAand countersigned by the State Director of Handlooms.
 - ii) Intervention-wise physical & financial progress report signed by IA and countersigned by State Director of Handlooms.
 - iii) Intervention-wise expenditure statement duly signed by the Chartered Accountant.
 - iv) Intervention-wise requirement of funds for release of 2nd installment.
 - v) Monitoring report of Local committee chaired by Head of Office of WSC concerned.
 - vi) Intervention-wise list of weavers for availing benefit of HSS, lighting Units, workshed etc. in a prescribed format, duly signed by the local committee for availing 2nd installment.
 - vii) Intervention-wise final list of weavers who already availed benefit (from 1st installment) of HSS, lighting Units, workshed etc. in a prescribed format, duly signed by the local committee.

A.9 Agency-wise release of funds

- (i) State Directorate shall be released funds towards purchase of HSS, lighting units, Solar Lighting System for common workshed,construction of individual& common Worksheds including subsequent instalments of on-going projects.

In case, State Directorate has constraint in implementing these interventions, funds shall be released to the WSC concerned. Further, where WSC concerned is the IA of the Cluster projects, funds for all interventions, including individual interventions shall be released to themincluding subsequent instalments of on-going projects. Funds to the supplier(s)/ beneficiaries shall be released through PFMS by the State Directorate/WSC concerned as the case may be.

- (ii) IA shall be released funds towards baseline Survey, diagnostic Study, formation of Consortium, Awareness Programmes, product development, participation in exhibitions/BSMs/publicity, exposure visit, documentation of cluster activities, Project Management Cost and engagement of Designer

including subsequent instalments of on-going projects.

- (iii) WSC shall be released funds towards payment of wage loss compensation to the trainees under skill up-gradation programme/s.

The flow of the funds in the scheme should be through PFMS in order to ensure complete tracking of funds up to "last mile". The implementing agencies of the CDP at all the levels should be on-boarded on PFMS and Expenditure, Advance and Transfer (EAT) module/Receipt, Expenditure, Advance and Transfer (REAT) module should be used. Any release of funds by the State Directorate/IA/WSC etc. to the suppliers/ beneficiaries/CDE/Designer etc. should be through PFMS/EAT Module.

A.10 Monitoring

- i) Project shall be monitored by the SLPC and send the report to O/o DC(HL) on quarterly basis.
- ii) Committee chaired by the Head of Office, WSC concerned with the following members shall monitor the progress,
 - a) Representative of State Director of Handloom
 - b) Representative of NHDC
 - c) Local weaver/Master weaver
 - d) Any other members as considered necessary.

WSC shall monitor the progress and submit report to O/oDC(HL) on monthly basis.

A.11 Interventions outside sanctioned Cluster

Components of CDP such as supply of HSS items (looms/accessories), lighting units, construction of individual work-sheds, engagement of designer, product development etc. shall also be provided on need basis outside the sanctioned BLCs/CDP. These would be implemented by the WSCs. The proposal shall be prepared alongwith intervention-wise list of beneficiaries by Head of Office, WSC concerned indicating name of handloom pocket and district to be covered. Proposals shall be submitted directly by WSC concerned to O/o DC (HL)for sanction. Funds shall be sanctioned/released to the IA concerned with the approval of DC (HL).

B. Handloom Marketing Assistance (HMA)

Objectives:

- To Develop and promote marketing channels in domestic and export markets and bring about linkage between the two in a holistic and integrated manner.
- To Provide marketing opportunities to handloom workers with special focus on talented and uncovered weavers.

Components of HMA:

1. Domestic Marketing Promotion
2. Handloom Export Promotion
3. Setting up of Urban Haats
4. Marketing Incentive (MI)

B.1 Domestic Marketing Promotion

Types of Expos/ Events, Craft Melas, Virtual Expos and Miscellaneous activities:

- (i) Domestic Expos (National Handloom Expo, State Handloom Expo & District Handloom Expo)
- (ii) Crafts Melas
- (iii) Dilli Haat Exhibits
- (iv) Brand Building
- (v) National Handloom Day
- (vi) Handloom Awards
- (vii) GeM On-boarding
- (viii) Miscellaneous Promotional activities/events
- (ix) Virtual Expos (For both domestic and international)

General principles applicable to all domestic marketing expos/events/Craft Melas/Dilli Haat:

- Organization of at least one exclusive expo in each State with specific focus on uncovered & talented weavers.
- In all domestic marketing expos/events/Craft Melas/Dilli Haat, 20% stalls are to be allotted to uncovered & talented weavers. In case the number of such weavers fall short, the vacant stalls may be allotted from amongst others by computerized draw or open lottery as applicable. Participation fee charged by Dilli Haat Authority in respect of uncovered & talented weavers be borne by Office of the DC (HL).
- WSCs/States should prepare a list of uncovered & talented weavers to be updated from time to time, on the basis of their financial status, workmanship, products, marketing capabilities etc. of weavers.
- Weavers who got recommended for Handloom

Awards by the Zonal/Head Quarter Level Selection Committee but did not make to final select list are to be considered under talented weavers' category.

- Handloom agencies/weavers registered under HLM/IHB would be eligible for participation in marketing expos/events.
- Handloom agencies/Weavers whose applications for registration are under consideration for HLM/IHB are to be considered for participation in expos/events.

Annual marketing calendar for organization of marketing expos/events etc. shall be approved by DC (HL) on the basis of past performance of IAs and an indicative target shall be communicated to the States/UTs and State & National level IAs.

B.1.(i) Guidelines for organizing Domestic expos:

Funding pattern, participation, period for Expos/Events, Craft Melas & Virtual Expos:

Nomenclature	Participants	Period (in Days)	Funding (Rs in Lakh)
NHE	80	14	45.00
SHE	60	14	30.00
DHE	25	5-7	6.00
Crafts Melas	-	-	15.00
Virtual expos	200 - 500 & above	14	15.00 -22.00*

*Plus 20% Expenditure each on publicity and inaugural & Webinar session.

TA/DA & Freight: For participation in NHE/SHE/DHE/Craft Melas/Dilli Haat/Misc. Events/ BSM/ RBSM.

Provision of freight for transportation of goods, TA/DA – to be paid through DBT	
TA & freight charges	DA
4,000/- per participant	In class- 'X' cities viz. Delhi, Mumbai, Kolkata, Chennai, Bengaluru, Hyderabad, Ahmedabad & Pune @ Rs. 800/- and Rs.500/- per day per participant in other cities.

Implementation Fees : IA shall be paid implementation fees @ 3% of total eligible budget.

Implementing agency (IA):

- i) Director in Charge of Handloom & Textiles in the States Govt./UTs.
- ii) Director in Charge of Sericulture in the States Govt./UTs.
- iii) Handloom organisations such as Corporations, Apex Societies, Federations, Institutions, Crafts Mela authorities/Art & Crafts Cultural Societies, Urban Haat management bodies in the States having Govt. Official as CEO/MD/HoO, appointed by the State Govt.
- iv) National Level organization viz. NHDC, HEPC, EPCH, CCIC, CSB, WSCs, NIFT etc.
- v) Any Registered & Recognized agency found competent and approved by DC (HL)

Submission of Proposals by IA for NHE/SHE/DHE:

- State Level IA to submit proposals to the DC (HL) through:
 - State Director of Handlooms & Textiles/Sericulture or
 - Concerned WSC in the State.
- However, Handloom organisations such as Corporations, Apex Societies, Federations, Crafts Mela authorities/Art & Crafts Cultural Societies, Urban Haat management bodies in the States etc, having Govt. Officials as CEO/MD/HoO appointed by the State Govt. can submit their proposals directly to DC (HL) under intimation to their State Directorates.
- Central/National Level organization viz. WSCs, NIFT, NHDC, HEPC, CCIC, CSB etc., the proposals shall be submitted directly to DC (HL).
- Up to 70% of the total eligible amount sanctioned in respect of all components of HMA viz. NHEs/SHEs/DHEs/Craft Melas/Expos/misc. events etc. will be released in advance by the DC (HL) directly to IA on submission of the application in the prescribed proforma - **Annexure – B1**. This advance may be released upto the last date of the expo.
- Balance funds would be released by DC (HL) to the IAs directly on submission of detailed accounts duly certified by the Chartered Accountant/ Govt. Auditor along-with monitoring/inspection report etc.
- In case of WSCs, 100% amount shall be released as on account advance.

Allotment of Stalls:

- The stalls will be allotted to the handloom clusters/agencies with HLM /IHB registration and to uncovered & talented weavers (Limited to 20% of the total stalls, on recommendation of WSCs/States concerned).

- Such clusters/agencies would include cooperative societies, PCs, producer groups, SHG, JLG, federations etc.
- If sufficient number of entries are not received from the host region, vacant stalls would be allotted to other regions, in accordance with number of applications received from each zone.
- One stall in each expo may be kept exclusively for dissemination of information on HLM, IHB and schemes of DC (HL).
- While allotting the stalls, the specifications of products along with name of Handloom Cluster/Place shall be clearly indicated.
- Selection of participants and allotment of stalls shall be done in a fair and transparent manner, preferably through a computerized draw or open lottery by a committee constituted for the purpose, with the following composition:

Sl. No.	Implementing Agency	Composition of the Committee
1	State Handloom Corporations	Representative of State Director (Handloom & Textiles/Sericulture) with representative of WSC
2	National level organization like NHDC, HEPC, CCIC, CSB etc.	IA plus nominee of Office of DC (HL)
3	Any other IA	Representatives each of State Director (Handloom & Textiles/Sericulture), representative of WSC & IA.

- The procedure for allotment should be given due publicity, and ensured that various handloom clusters of the area concerned are given fair share of participation in the expo based on number of applications received.
- No subletting of stalls should be allowed under any circumstances. There should be strict and regular surprise checks to ensure this.

Other Features:

- A customer assistance centre would be set up in each NHE/SHE/DHE and manned by officials of the IA to restrict excessive pricing and unfair practices.
- IA should endeavour that purchases be made by the customers be facilitated using a POS (Point of sale) machine preferably, for all the stalls of the expos. The Sale proceeds to be transferred to the bank accounts of the stall allottees.

- The IA shall ensure that a record of agency-wise daily sales figures is maintained.
- As far as possible, the NHE/SHE/DHE should also be used as a source for collecting market intelligence in a systematic manner by conducting customer survey and analysis of sales figures during the event and also by gathering data that will be useful in organizing the event in a better manner in subsequent years.
- The IA will organize a workshop or a seminar or a meets or BSM during each NHE to promote handloom products and their marketing.
- Information/Invitation regarding organization of event shall be sent to concerned WSCs/Zonal Director and O/o DC(HL) by the IA.
- The IA must submit brief report of expo in the following format within 7 days after organizing each expo through email followed by hard copy to the Office of DC(HL).

Name	Date & Venue	No. Of Participants	Sales generated	Footfall	No. of beneficiaries

- Any other instructions/guidelines issued from time to time or conditions laid down in sanction order etc. in this regard to be followed including safety measures, insurance & other norms of the Central & State Govt.

Publicity:

- Promotional materials to be finalized in consultation with concerned WSC. Cost for the same to be met out from the publicity expenses.
- Playing of Handloom promotional films at a prominent place in the venue.
- The entrance gate and all publicity material should clearly mention “National Handloom Expo/State Handloom Expo/District Handloom Expo: sponsored by Office of Development Commissioner (Handlooms), Ministry of Textiles, Government of India”
- The logo of the DC (HL) and logo of HLM/IHB shall be used on all publicity material.
- Publicity through newspapers is mandatory for each expo.
- Other mode of publicity such as hoardings, brochures, standees, banners, FM, audio/video in electronic/social media may also be done.

Detailed component-wise Financial Assistance to IA:

B.1.(i)(a) National Handloom Expo (NHE)

- Venue: Metropolitan and big cities
- 40% of stalls to be reserved for the host region, remaining 60% amongst other four regions, North East being a separate region.
- Handloom products of at least 10 States and UTs will be represented.

Funding pattern:

S. No.	Type of assistance	Amount (Rs. in lakh)
1	Stall rent/ infrastructure	15.00
2.	Electricity charges	3.00
3.	TA/DA + Freight charges to participants	Max. up to 12.16
4.	Publicity expenses	5.50
5.	Backup services	4.00
6.	Administrative expenses	2.00
7.	Theme pavilion	1.75
8.	Display at Theme Pavilion	0.28
Total Project Cost		43.69
9.	Implementation fee to IA (max. 3 % of Project cost)	Max. up to 1.31
Grand total		45.00

B.1.(i)(b) State Handloom Expo (SHE)

- Venue: Metropolitan and big cities
- 40 stalls to be reserved for the host state, 20 preferably from outside the host State.

Funding pattern:

S. No.	Type of Assistance	Amount (Rs. in lakh)
1	Stall rent/infrastructure including electricity	12.00
2	Back up Services	3.00
3	Publicity	3.00
4	Theme pavilion	0.80
5	Display at Theme Pavilion	0.20

6	Administrative expenses	1.00
7	TA/DA + Freight charges to participants	Max. up to 9.12
	Total Project Cost	29.12
	Implementation fee to IA (max. 3 % of Project cost)	Max. Up to 0.88
	Grant Total (Rs. in lakh)	30.00

Theme pavilion:

- Each NHE/SHE should have a theme pavilion of 500-2500 Sq. Ft. to be set up by the IA.
- Display in the theme pavilion would be responsibility of the concerned WSC. Amount as shown against the component would be paid in advance by the IA for the expenses related to display in the theme pavilion.

B.1.(i) (C) District Handloom Expo (DHE)

- Venue: usually small cities and Handloom Pockets/Clusters, preferably in Himalayan regions/NER. But may be organized in other places also based on need/occasion.

Note: DHEs to be preferred for small cities across the country coinciding with regional festivals of the region like Durga Puja, Dussehra or on some special occasions.

Funding pattern:

S. No.	Type of Assistance	Amount (Rs. in lakh)
1	Stall rent/infrastructure including electricity	3.00
2	Publicity (newspaper advertisement is compulsory)	0.70
3	Administrative expenses	0.25
4	TA/DA + Freight charges to participants	Max. up to 1.88
	Total Project Cost	5.83
5	Implementation fee to IA (max. 3 % of Project cost)	0.17
	Grant Total	6.00

Role of participants:

Participants are expected to develop market demand-oriented products. Each product will have either HLM or IHB label fixed on the product including price tag.

Penalty for low performance in NHE/SHE/DHE/Craft Mela

S. No.	Level of variation between required number of participants and actual participation in the event	Amount to be deducted out of total/initial eligible amount
1	Variation between 0-10%	NIL
2	Variation between 11-20%	Pro-rata cut by 10%
3	Variation between 21-50%	Pro-rata cut by 20%
4	Variation between 51-80%	Pro-rata cut by 50%
5	Variation of more than 80%	70% of advance amount already released for the expo will be recovered from IA and 2nd installment/full & final payment will not be considered.

Monitoring:

- Primary responsibility to organize NHEs/SHEs/DHEs as per the scheme would be of the IA.
- Director of Handlooms of the State should nominate officers to see proper conduct of expo, and their particulars should be included in the final report.
- DC (HL) will nominate a representative from the Office of the DC (HL)/WSC/Enforcement Wing or any other organization to carry out inspection/sample checking of these expos.
- Under compelling circumstance, if WSC is not in a position to visit and inspect the expo, the Director of Handlooms & Textiles, in-charge of handlooms to conduct the inspection.

Submission of final claim:

For submission of final report and accounts for settlement, the following documents along with a certificate in the prescribed proforma to be sent to Office of the DC (HL) within three months of the completion of the event:

1. Utilization Certificate (UC) as per GFR 2017 (as applicable) for the advance amount released.
2. Head-wise Audited Accounts (expenditure statement) duly audited by Chartered Accountant/Govt. auditor.
3. Final Report (**Annexure – B2**).
4. Inspection report of Weavers' Service Centre in prescribed proforma as **Annexure – B3**.
5. Publicity materials- proof of advertisement in newspaper, brochures, hoardings, audio-video, FM, social media etc.

6. Photographs of expos for its inauguration, stalls, footfalls coverage etc. /videos.:
7. List of Participants along with details of TA/DA & Freight charges paid to them through DBT mode.
8. In case of centralised collection of sale proceeds using POS, copy of verified bank statement showing the transfer of sale proceeds to the stall allotees with name of the account, account no. and UTR nos.

B.1.(ii) Craft Melas – Locations and Implementing agency

S. No.	Craft Mela	Location	IA / Designated Agency
1	SurajkundMela	Surajkund, Haryana	SurajkundMela Auth., Govt. of Haryana
2	Taj Mahotsav	Agra, UP	Govt. of Uttar Pradesh.
3	Shilparamam	Udaipur, Rajasthan	Govt. of Rajasthan
4	Shilparamam	Hyderabad	Govt. of Andhra Pradesh.
5	Shilparamam	Vishakahpattanam	Govt. of Telangana
6	Toshali (Zonal Craft Mela)	Bhubaneshwar, Orissa	Govt. of Odisha
7	Shilparamam	Madhya Pradesh	Govt. of MP
8	Craft melas like Pushkar, Tirupati, or any other/new craft melas etc. to be added to the list on need basis with the approval of DC (HL) on the recommendation of State Government/WSC concerned.		

Participants for Craft Melas:

- The participant will apply in the format placed at Annexure-B4.
- For participation in all crafts melas except Surajkund crafts mela, the stalls will be allotted to the handloom awardees, and handloom clusters/agencies with HLM/IHB registration. Such handloom clusters/agencies would include cooperative societies, PCs, producer groups, SHG, JLG, federations etc.
- In all Craft Melas, uncovered & talented weavers to be allowed participation up to 20% of the total stalls, on recommendation of WSCs concerned.
- For participation in Surajkund crafts mela, stalls will be allotted to Sant Kabir awardees, National Awardees/National Handloom awardees, National Merit certificate holders, IHB registration holders, State awardees including uncovered & talented weavers (Limited to 20% of the total stalls, on recommendation of WSCs concerned).

Procedure for selection of participants:

- While recommending the names of the handloom agencies/weavers for participation in craft melas, the concerned authority i.e. WSC/State Govt. to certify:
 - that the names, addresses, disciplines noted in the bio-data **{Annexure – B4}** by the craftsmen/Weavers are bonafide; and
 - that the nominees are genuine weavers and not traders/middlemen.

- The WSC will collect applications from handloom agencies/weavers (online/offline mode) for participation in various craft melas against advertisement issued by office of DC(HL). The State Director of handlooms to forward application to WSC concerned or to the office of DC(HL).
- All the handloom agencies/weavers selected for participation in different craft melas should be issued Identity Cards with photographs (to be collected from the weavers) by the respective WSCs to guard against cases of impersonation. If there is no WSC located in the area, the weavers would be required to get it from field offices of Director of Handlooms/Textiles in the area. The selected weavers should sell only those handloom items, which have been indicated in the bio-data as being produced by them. The defaulting handloom agencies/weavers will be dealt with sternly and blacklisted from participation in future programmes.
- Each weaving technique has to be adequately represented. Efforts should be made not to nominate more weavers representing similar craft from the same State for each mela.
- Adequate nominations of languishing and extinct crafts should be given and clearly indicated while sending a list.
- The recommending authority (Officer not below the rank of Assistant Director) should take an undertaking from the craftsperson/weavers and certify the same in prescribed format **{Annexure – B5}**.

Funding Pattern:

Up to Rs 15.00 lakh for:

- Expenditure on space rent/stall rent/electricity/infrastructure/publicity and other incidental expenses.
- Setting up of temporary/permanent structures at the mela site for making stalls, facilities for weavers, expenditure on electricity and water and incidental expenses to organise the event.
- Publicity: advertisements, hoardings, printing of posters, pamphlets etc.

Role of participants:

Participants are expected to develop market demand-oriented products. However, each product will have either HLM or IHB label fixed on the product including price tag.

Final report:

The IA would submit the details of State/crafts-wise participants along with no. of stalls, sales figure (handloom products), footfalls, the expenditure incurred towards infrastructure & publicity etc., in the prescribed proforma-Annexure – B2.

B.1.(iii) Dilli Haat Exhibits, New Delhi**B.1.(iii)(a) Master Creation Programme**

- Special Programme organized every year by Office of the DC (HL) at Dilli Haat, New Delhi.
- Participants: Sant Kabir, National Awardees/National Handloom Awardees and National Merit Certificate holders.

Implementing Agency:

The IA will be NHDC, WSC Delhi, HEPC, EPCH, Association of Corporations & Apex Societies of Handlooms or any other agency found competent and approved by the DC (HL).

Financial Assistance:

- Up to Rs.10.00 lakh for space rent/ infrastructure/ publicity/incidental activities.
- Re-imbursement of freight charges & TA/DA to participants – as applicable.

Release of funds:

100% advance will be released to WSC, Delhi as IA.

B.1.(iii) (b) Participation in Dilli Haat, Exhibits, New Delhi

Delhi Tourism has allocated certain stalls for allotment at Dilli Haat, New Delhi by the Office of DC (HL). The allotment of stalls in Dilli Haat would be done by a committee of at

least two Officers from the Office of DC (HL) through computerized draw or open lottery, while seeking a fair distribution amongst States based on number of applications received.

Implementing Agency:

NHDC, WSC Delhi, HEPC, EPCH, CCIC, Association of Corporations & Apex Societies of Handlooms or any other agency found competent and approved by the DC (HL).

Financial Assistance:

- Re-imbursement of freight charges & TA/DA to participants – as applicable.

Release of funds:

- 100% advance will be released to WSC, Delhi as IA.

B.1. (iv) Brand Building**B.1.(iv) (a) 'India Handloom' Brand (IHB)**

IHB was launched on National Handloom Day, 7th August 2015 for branding and promotion of high-quality handloom products with zero defect and zero effect on environment.

Salient Features:

100 % handloom, made of 100% natural fibres, assured fast colours, skin friendly dyes, socially compliant.

Registration & IHB label:

Registrations under IHB are given to the manufacturers/producers of handloom products under various categories fulfilling the above features and as per the IHB-SOP. Details can be obtained from the IHB website i.e. www.indiahandloombrand.gov.in. Registered holders are issued IHB labels for the products registered.

Promotion of IHB as mega brand: IHB shall be promoted by organizing exclusive mega events along with its logo and taglines. The following activities would be undertaken for promotion of IHB:

- Organizing a central function at a pre-decided place
- Fashion show
- Handloom exhibitions with exclusive products of Awardees, GI, IHB
- International fairs
- BSM/RBSM
- Organizing quizzes/competitions

Implementing agency:

NHDC, CCIC, HEPC, EPCH, Textiles Committee, WSC, States Govt. concerned & their agencies, Association of Corporations & Apex Societies of Handlooms or any other agency found competent and approved by the DC (HL).

Financial Assistance:

DC (HL) will decide and approve the financial assistance based on merit of the proposal.

B.1.(iv)(b) Handloom Mark (HLM)

- HLM was launched in the year 2006, to serve as a guarantee to the buyer that the handloom product being purchased is a genuine hand-woven product and not a power loom or mill made product.
- HLM would be promoted and popularized through advertisements in newspapers & magazines, electronic media, syndicated articles, fashion shows, films, seminar & workshop etc.

Registration & Issue of HLM Label:

- Actual Handloom producers such as Weavers/Master Weavers, Primary Handloom Weavers, Co-op Soc./ Apex Societies & State Handloom Corporations
- Other agencies – Handloom producers i.e. SHG, Consortium, Producers Group, PCs JLG, Federations etc.

Implementing agency:

Textiles Committee, NHDC, WSC, States Govt. concerned & their agencies or any other agency found competent and approved by the DC (HL).

Financial Assistance:

DC (HL) will decide and approve the financial assistance on the merit of the proposal.

B.1.(iv)(c) Implementation of Geographical Indications (GI) of Goods (Registration & Protection) Act 1999

The Government of India provides financial assistance to register handloom products under the GI Act 1999. The Act provides legal protection to the GI of goods etc. and prevents unauthorized use of these by others.

Implementing agency:

Registration of eligible handloom products to be done by the respective State Government on their own or through their IA, Textiles Committee, WSCs or any private organisation working in the field of GI.

Financial assistance:

- Rs. 1.50 lakh for meeting the expenses in registering the designs/products.
- Rs.1.50 lakh to impart training to personnel of IA and for effective enforcement of G.I. registration.
- Financial assistance will be provided for organizing seminars, workshops etc., on merit of the proposal.

B.1.(v) National Handloom Day

To generate awareness about Handloom industry and its contribution to the socio-economic development of the

country & increase income of weavers, 7th August was notified as National Handlooms Day vide Notification No. 2(14)/2015/DCH/P&E dated 29th July 2015 in the Gazette of India. Starting from the year 2015, National Handloom Day is celebrated every year on 7th of August.

Implementing agency:

NHDC, HEPC, WSC, EPCH, Association of Corporations & Apex Societies of Handlooms or any other agency found competent and approved by the DC (HL)

Financial assistance:

For organization of function to celebrate the day and to undertake various activities such as exhibitions, workshops, seminars, award ceremonies, awareness programmes, advertisements in newspapers/magazines, electronic/social media campaigns, syndicated articles, fashion shows, films, quizzes etc., or any other activities which is found suitable for promotion of handloom. DC (HL) shall decide and approve the financial assistance on merit of the proposal.

B.1.(vi) Guidelines on Handloom Awards would be issued separately.**B.1.(vii) Government e- Marketplace (GeM) on-boarding**

Facilitated by DC (HL) and GeM authorities to register Weavers, Co-operative Societies and Handloom agencies on GeM to provide marketing facilities for direct selling of handloom products to Government Departments, and ensure remunerative price for products.

Financial assistance:

Financial assistance will be provided for promotional activities viz. workshops, seminars, awareness programmes, electronic/social media campaign etc. to tap the potential of e-marketing of handloom products. The ceiling for such activities would be Rs. 5 lakh. However, actual funding will be decided on the merit of each proposal.

Implementing agency:

NHDC, CCIC, HEPC, EPCH, Textiles Committee, WSC, Association of Corporations & Apex Societies of Handlooms or any other agency found competent and approved by the DC (HL).

B.1.(viii) Miscellaneous Promotional activities/ events

This includes publicity and promotional measures viz. Road shows, Live demos, Seminars and Workshops,

BSM, RBSM, Textiles India Fair, Technology Exhibition, Fashion shows, Weavers Chaupal, Hastkala Sahyog Shivir (HSS), Paryatanparv, Bharat parv, National Festivals, International women's day, cultural exchange programmes, weavers exchange programmes etc. approved/sponsored by various Ministries/Departments including Social Media Campaigns, Print and electronic publicity viz. advertisements, coffee-table book, e-brochures, e-cataloguing, films, documentaries, video clips, tele-films etc. to create awareness and understanding among the masses about the handloom sector. Other publicity support viz. printing of posters, pamphlets, brochures, books, catalogues, mementos, advertisements and syndicated columns /articles/editorials/special supplements in

newspapers, magazines etc. and any other media tool that may be found useful by the DC (HL) in publicising and popularising the handloom sector.

Implementing agency:

NHDC, CCIC, HEPC, EPCH, Textiles Committee, WSC, States Govt. concerned & their agencies, Association of Corporations & Apex Societies of Handlooms or any other agency found competent and approved by the DC (HL).

B.1.(ix) Domestic Virtual Expos will be conducted on identical lines to that of international virtual expos.

B.2 Handloom Export Promotion

Objectives:

- Market penetration through organisation/participation in international fairs/exhibitions, big ticket events, BSM, RBSM etc., for export promotion of handloom products. Publicity and brand development through IHB, HLM and other measures.
- To assist in establishing international marketing linkages to suitable Apex/Primary handloom cooperative societies, corporations, producers' companies, handloom awardees, exporters, other talented weavers etc. who are producing exclusive exportable handloom products.

Components:

- International Fairs & Exhibitions
- Organisation of BSM/RBSM
- Miscellaneous promotional events/activities

Implementing Agency:

HEPC, NHDC, EPCH, Any Registered & Recognized Exporters Association or any other handloom agency found competent and approved by the DC (HL).

Note

- Annual marketing calendar for participation/organization of international marketing fairs/expos/misic. events shall be approved by the Secretary (T) and an indicative target shall be communicated to the IAs.
- Markets and products for the international events should be selected well in advance and informed to the participants so that response of the buyers/buying agents is good.
- Participation would not be permitted more than two times for any participant in International Fairs & Exhibitions over the scheme period.
- Up to 70% of the total eligible amount sanctioned in respect of all components of Handloom Export Promotion i.e. International Fairs & Exhibitions, Organisation of BSM/RBSM and Miscellaneous promotional events/activities will be released in advance by the DC (HL) directly to IA on submission of the application in the prescribed proforma - **Annexure – B6/ Annexure – B7**. This advance may be released upto the last date of the expo.
- IA shall be paid implementation fee @ 3 % of total eligible budget.
- Balance funds would be released by DC (HL) to the IAs directly on submission of detailed accounts duly certified by the Chartered Accountant/ Govt. Auditor,

- Final report, UC, other required documents etc.
- In case of WSCs, 100% amount shall be released as on account advance.

B.2.1 (i) International Fairs & Exhibitions (Physical mode)

- Minimum participants in the international fairs & exhibition through physical mode would be 20 members i.e. member, non-member exporters and individual weavers (i.e. 10 – member exporters, 05 - non-member exporters & 05 - individual weavers) in each event. Promising and upcoming non-member exporters will be given chance to participate in the event. The ratio of participation in respect of member exporters, non-member exporters and individual weavers would be 2:1:1.
- The non-member exporters will be taken preferably from the registered and recognised exporters associations. The individual weavers will be selected from amongst the holders of Sant Kabir, National Award/National Handloom Award, IHB registered and representatives of the handlooms organizations such as SHGs, PCs etc. The individual weavers and non-member exporters will be nominated in consultation with the O/o DC (HL). List of such participant members must be submitted to Office of the DC (HL) in advance.

- The eligibility of member exporters in terms of their annual export turnover for participation in international fairs and exhibitions will be reckoned as per the guidelines of MDA Scheme of Department of Commerce.

Funding pattern (Physical Mode):

- Space rent: Maximum of Rs.60.00 lakh for space rent, stall decoration/construction, maintenance including administrative expenses, etc. The administrative expenses should be kept between 10% to 20% of Rs. 60.00 lakh.
- Publicity: Funds would be shared in the ratio of 60:40 between Gol and the Organising agency.
- Travel grant to the participants: Travel grant would be paid on actual basis or Rs. 50,000/- per participant, whichever is less from each participating agency in international exhibitions held abroad. Disbursement of travel grant will be through the organising agency.

- 100% grant will be provided to individual weaver, official(s) of HEPC, NHDC, EPCH etc. for travel, DA, accommodation etc., in international exhibitions held abroad. In a fair/exhibition where more than 20 participants participate, two officials of HEPC/NHDC/EPCH etc. to be deputed for the fair/exhibition.

B.2.1 (ii) Fairs & Exhibitions- International and Domestic (Virtual mode)

- To be organized with minimum 200 participants, markets and products for these events should be selected well in advance and informed to the participants so that response of the buyers/buying agents is good.

- In respect of International Fairs and Exhibitions, member exporters of HEPC, promising and upcoming non-member exporters (preferably from registered and recognised exporters associations) and individual weavers will be participants.
- For domestic Events and Expos, handloom agencies such as Apex and Primary Societies, Corporations, Federations, PCs, SHGs, JLGs, handloom awardees, IHB holders, weaver entrepreneurs etc. will participate.

Technical infrastructure:

Suitable Technical/IT Infrastructure should include technology-powered matchmaking and a digital showcase of merchandise across all product categories.

Financial Assistance:

S. No.	Component	Virtual mode	
		No. of Participants	Assistance (Rs. In lakh)
1.	Hiring of Virtual platform/Space, License Fee Participation fee etc.	200 to 300	15.00
		301-400	18.00
		401-500	20.00
		501 & above	22.00
		Maximum of 20% of expenditure at sl. no. 01.	
2.	Publicity expenses through print/ electronic media, e-Catalogue/ e-brochure/web-banners & Other Material	No TA/DA & freight, it being a virtual event	
3.	TA/DA & freight	Maximum of 20% of expenditure at Sl. no. 01.	
4.	Misc. such as Inaugural & Webinar session, Translation & Interpretation, Exhibitors on boarding/ Training and administrative expenses etc.		

B.2.1 (iii) Big Ticket events

Salient features:

- To facilitate member exporters, promising and upcoming non-member exporters (preferably from registered and recognised exporters associations), handloom awardees, exporting weavers, IHB producers to showcase their products to the international buyers.
- International buyers generally move as per a fixed itinerary. Therefore, keeping in view the calendar of international marketing events, these events will be

organized on fixed dates every year on fixed venue/s.

- These events will be organized twice in a year in India, on lines similar to Indian Handicrafts & Gift Fair (IHGF) Delhi Fair by EPCH & India Carpet Expos by CEPC.
- The event will have more than 200 participants and financial assistance would be Rs.400.00 lakh.
- BSM/RBSM, Seminar/Symposium, Exhibits of IHB, GI, programmes on Languishing Crafts & other exclusive handloom products, Export Awards etc. will be main features of the event.
- Major components of the Big-Ticket events:

S. No	Component	Amount (Rs. In lakh)
1.	Venue Cost including organising expenses, Stalls construction/ decoration, maint. Admn. Cost etc.	160.00
2.	Publicity expenses	30.00
3.	Catalogue/printed and digital/social media materials.	5.00
4.	Translation and interpreter charges.	5.00
5.	Travel grant to international buyer including their stay& food etc.(for Americans/Latin Americans Rs. 1 lakh per buyer; for other countries Rs. 75,000/- per buyer)	100.00
6.	Travel grant to participant member exporters, non-member exporters, exporter weavers, awardees, IHB producers, officials of I.A. etc. including their stay& food etc., @ Rs. 18,000 per participant.	30.00
7.	Organisation of RBSM, Seminar/Symposium, Exhibits of IHB, GI, programmes on Languishing Crafts & other exclusive handloom products, Export Awards etc.	30.00
8.	Any other specific component in organising the event	40.00
	TOTAL	400.00

2.2 (i) Organisation of BSM/RBSM (Physical Mode)

The objective of organisation of BSM/RBSM is to bring prominent buyers and representatives of leading buying houses to visit important trade fairs/exhibitions/BSMs in India so as to expose them to the Indian market to enhance market for Indian handloom products.

Financial Assistance:

- Maximum of Rs. 30.00 lakh for venue cost, administrative expenses, stall decoration/ maintenance, publicity, cost of catalogues, translation and interpreter charges and any other component approved by the DC (HL).
- Travel grant for foreign visitors would be on actual basis or Rs. 50,000/-, whichever is less per participant.

B.2.2 (ii) Organization of BSM/RBSM (Virtual Mode)

- BSM/RBSM will be organized through Virtual mode (in addition to physical mode) to bring prominent buyers and representatives of leading buying houses etc. to visit important trade fairs/exhibitions/BSMs in India virtually, so as to expose them to the India market to enhance market for Indian handloom products.
- Minimum participation would be 50 in case of BSM and 200 in case of RBSM.

Technical infrastructure:

Suitable Technical IT Infrastructure should include technology-powered matchmaking and a digital showcasing of merchandise across all product categories.

Financial Assistance:

- Setting up cost of IT Infrastructure for virtual

Exhibitions/fairs i.e. Development of Virtual platform, Hiring of Virtual Space, Licence Fee, Participation fee etc.:

- Rs.10.00 lakh for BSM and
- Rs.12.00 lakh for RBSM.

- Publicity: Publicity expenses through print/electronic media, e-Catalogue/e-brochure/ web-banners & other Material etc.: Maximum upto 20% of financial assistance as mentioned above.
- Misc. expenses such as Inaugural & Webinar session (Live-stream/Pre-recorded) Translation & Interpretation, Exhibitors on boarding/ Training and Project Management/ administrative expenses etc.: Maximum upto 20% of financial assistance as mentioned above.

B.2.3 Miscellaneous Promotional Events/Activities

- Sourcing shows
- Publication of exporters' catalogues / brochures / directories
- Deputation of weavers for setting up sales counters and live demonstrations during international exhibitions/fairs/special occasions and drives in India and abroad
- Participation in international cultural exchange programmes
- Any other activity/measure considered useful in dissemination of information/promotion and development of export market
- Capacity Building of weavers/handloom agencies on Export Procedures, Foreign Market Trends etc.

The events/activities, and financial assistance for the same will be considered on merit of each proposal by the DC (HL).

B.3. Urban Haats

Objectives:

- The scheme for setting up of urban haats at prime locations in the country was introduced in 1997-98 to enable the participating weavers/craft persons to sell handlooms/handicrafts products directly to the customers, and;
- Encourage and facilitate authentic Indian weaves and crafts of various regions in the country by rotation.

Implementing Agency:

- Central/State Handloom and Handicrafts Development Corporations, CCIC or any other Govt. Corporation/ agency promoted by State Government or local Govt. Bodies etc.

In addition to the above, as per requirement, any of the components can be implemented directly.

Location:

- Strategic locations in urban area should be developed as Urban Haat providing the suitable ambience, with green belts in and around, with sufficient open spaces.
- The area of the Haat may vary depending upon availability of land. It may, however, be not less than 8000 Sq. meters.
- The responsibility of providing developed land at a suitable location will be of the concerned State/IA. Land cost will not be part of Project cost.
- The clear title of the land should in the name of IA and it should be free from all encumbrances.

Deliverables:

- Erection of Stalls: - 70 – 80 Nos. (10X8 Sq.ft.)
- Dormitory for Crafts persons: Provisions for minimum 100 people (Separate dormitories for ladies and gents)
- Toilets: - 2 each for Ladies and Gents
- Food Court
- Pavilion /Stage for Cultural Programme
- Store Room
- Meeting/Conference Room
- Souvenir Shop

Design concept:

- The area will be developed as a park and should have sufficient open space for circulation.
- The shops/stalls will be set up on platforms, which act as a link in the Haat design.
- The courtyards in between the shops will be paved in

stone/ suitable material interspersed with grass to retain visual softness.

- The entire complex will be designed to keep in harmony with surrounding environment, and stalls will be constructed to reflect local construction culture.
- The complex will also have suitable structure for cultural programmes, performing arts etc.
- The food side of the Haat will have properly serviced 5-7 stalls with counters and space to accommodate kitchen equipments.
- Both kinds of stalls (Crafts/Food) will be provided to the weavers/artisans/State Handicrafts & Handloom Corporations/NGOs/Tourism Corporations on rotation, preferably on monthly basis on nominal charges per day.
- The system of allotment of stall would be transparent, no traders or middlemen will be considered for allotment of stalls.
- There will be a souvenir shop and a meeting/conference room of moderate size to cater to the administrative requirements of the Haat.

Financial assistance and funding pattern:

Cost of the project:

Normative cost: Rs.800.00 lakh.

The cost of the project up to Rs.800.00 lakh would be financed as under:

Govt./IA	Sharing pattern	Total amount
Government of India	80%	Rs. 640.00 lakh
State Government/ Implementing agency	20%	Rs.160.00 lakh and above

- The Central assistance will be limited at Rs.640 lakh per urban haat, which will be shared between Offices of DC (HL) and DC (HC) in the ratio 50:50.
- For costs below Rs 800.00 lakhs, the sharing would be as per above prescribed ratio viz. 80:20 for GOI and States, and 50:50 between DC (HL) and DC (HC) for the GOI share.
- In addition to the above, a lump-sum grant of Rs.15.00 lakh in the first year and Rs.10.00 lakh in the second year is permissible for publicity of the project.
- In case of NER, Jammu/Kashmir, Ladakh and Andaman & Nicobar Islands, Lakshadweep - 90% of the admissible amount will be contributed by the Offices of DC (HL) and DC (HC) and 10% shall be borne by the IA.
- Assistance will also be given for strengthening/renovation of existing Urban Haats subject to a maximum financial limit of INR 250 lakhs (100% assistance will be borne by the Office of the DC (HL) & DC (HC)).

Submission of proposal:

The IA will submit the proposal with the recommendation of the State Govt. The following documents should be enclosed with the proposal:

1. Clear title of land in the name of IA.
2. A certificate from the competent authority regarding the location of the land in Urban area preferably at prime location.
3. Commitment of concerned State Govt. for releasing its share initially.
4. A certificate that escalation cost will be borne by State Govt./IA.
5. Submission of detailed lay out plan / architectural design and cause.

Approval and monitoring of project:

All the proposals for setting up of Urban Haat shall be approved & monitored by the committee constituted under

the Chairmanship of DC (HL) & DC (HC):

- | | |
|--|----------|
| 1. DC (HL)/DC (HC) | Chairman |
| 2. Secretary to the State Govt. i/c Handlooms/ Handicrafts | Member |
| 3. Secretary to the State Govt. i/c Tourism | Member |
| 4. Director, Handlooms/Handicrafts of the State Govt. | Member |
| 5. Dy. Secretary/Director, IF Wing, MoT | Member |

Management of the Urban Haat:

The IA will be encouraged to form SPV with active participation of the various agencies dealing with promotion of Tourism, Culture, Food, Processing Industry, etc., & also involving the tour operators, hotel operators in addition to those dealing with handloom and handicrafts for broad basing and ensure utilisation of facilities. The IA will be required to sign Memorandum of Understanding (MOU) specifying quantified deliverables.

B.4. Marketing Incentive (MI)

- Given to handloom agencies for preparing conditions conducive to marketing of handloom products.
- The handloom agency is to use this amount towards activities that would attract the consumers in order to gear up overall sales of handloom goods.
- The concept envisions handloom agencies to be able to adjust their prices towards increasing cost competitiveness of the products, improve designs and invest in infrastructure so as to improve the production and productivity.
- These incentives will be calculated @ 10% on average sales of handloom products of the last 3 years which shall be equally shared between State Govt. and Central Govt., except in the case of National Level Handloom Organizations/Societies, where the entire assistance shall be borne by the Government of India.

Eligible Handloom Agencies and Quantum of financial assistance:

Eligible Handloom Agencies	Quantum of Incentives (Max. Cap)	Financial assistance	Sharing between GOI: State Government
State level organizations such as Handloom Corporations, Apex Co-operative Societies & National Level Handloom Organizations.	Rs.100.00 Lakh (Central Govt. share)	10% of the average sales turnover of the last 3 years	50:50, except in the case of National Level Handloom Organizations/Societies, where the entire assistance will be borne by the Government of India.
Primary Handloom Weavers Co-operative Societies (PHWCSs), Producer Companies, Producer Groups, SHGs, JLGs, Federations, Other eligible Handloom entities.	Rs 15.00 Lakh (Central Govt. share)		

- The amount recommended to the beneficiaries by the States Govt. is subject to matching contribution by the concerned State Govt.
- MI will be given maximum for 3 years during the scheme period of 5 years.
- The benefits of MI (10%) will be shared equally between the Organizations and Member Weavers through DBT. The details of beneficiaries (State share as well as GoI Share as and when MI released) should be uploaded in the public domain by the concerned State Govt. and Nodal Agency.

Societies, Federations, PCs, Corporations have been excluded. In other words, the sales made by primary societies to the apex societies/federations/corporations etc. would not be eligible for MI since apex societies/federations/corporations will be separately claiming MI on their sales after procurement from primaries.

- The sales by any of the handloom agencies to the Government departments/agencies have been excluded.
- The sales made under barter system by handloom agencies have been excluded.
- Sales bills/invoices and yarn purchase bills submitted for claiming MI must be GST compliant.
- The State Govt. will prefer MI claims only for those agencies who have not received similar kind of incentive/rebate under any other scheme of the Central Govt.
- The State Government will release its share before forwarding claims for GoI share.
- Claims of MI will be submitted by the eligible Handloom Corporations, Apex Co-operative Societies, PHWCSs, SHGs, JLGs, PCs, Federations, Other eligible Handloom entities to the concerned State Government in the prescribed proforma at **Annexure - B8**.

Conditions and procedure for claiming MI:

- The MI would be attracted only on the sale of handloom products using HLM/IHB.
- MI shall be extended to only those handloom agencies which have made the final transaction of product sale to the consumer. For claiming MI, following should be insured while computing the annual sales turnover for working out the eligible amount:
 - The sales by one handloom agency to the other handloom agency or vice-versa has not been included.
 - The sales of handloom products by the PHWCS/any other Handloom Agency to Apex

- National level Handloom Organizations will submit their claims directly to the Office of DC (HL) in the prescribed proforma at **Annexure - B8**.
 - The State Government will forward the MI claims of the eligible agencies to the office of DC (HL) duly completed and verified in all respect along with a certificate in each individual claim, as per the proforma given at **Annexure - B9**.
 - In addition, State Government has to furnish a consolidated statement, recommendations of the SLPC, Sanction Order for release of State share, documentary proof of amount transferred to the beneficiaries & a certificate as per the proforma given at **Annexure - B10** etc.
 - Also, in light of large number of PHWCSs and other eligible handloom agencies in the States, State Govt. while submitting the proposal will identify a suitable nodal agency to whom the Central share as well as State share in respect of eligible agencies will be aggregated for onward release to them.
- Assistance to State handloom organizations/societies for MI will be released to the Nodal Agency of the State Government concerned while assistance to the National level handloom organizations will be released directly to them.
 - The Nodal Agency should compulsorily release the amount to eligible handloom agencies and their member weavers through DBT in a period not exceeding 7 days of the receipt of MI. State Govt. will submit a certificate to this effect.
 - Utilization certificate will be submitted by the nodal agency.

C. Special, Infrastructure & IIHT related projects

C.1 Objective

To set up project/s for product development/diversification, improving the productivity/ quality of handloom products, value addition of handloom products, marketing etc. to meet challenges of the dynamic market.

C.2 Implementing Agency

- I National /State Level Handloom Organizations
- ii. State Commissioner/Director In-charge of Handlooms & Textiles
- iii. State Commissioner/Director In-charge of Sericulture
- iv. Central Government Organizations (WSCs/IIHTs)
- v. Any other appropriate legal entity working for handlooms recommended by the State Govt. and approved by the DC (HL)

C.3 Funding Pattern

Land cost shall be borne by the State Govt./Implementing Agency and will not be part of the project cost.
General States – Gol: State Govt./IA- 80:20
NER States, Himachal Pradesh,
Uttarakhand, UTs of Jammu, – Gol: State Govt./IA- 90:10
Kashmir and Ladakh

In case, any project to be implemented by the Central Government Organizations (WSCs/IIHTs), the project cost, including land cost shall be fully funded by the Gol.

C.4 Projects

Illustrative list of the projects is as follows:

Infrastructure & Special Projects

I. Designs oriented Projects:

- i. Setting up of Design Resource Centers (DRCs) in WSCs.
- ii. Creation of archives of traditional designs, tribal weaves, languishing crafts, etc., through NIFT / NID/WSCs.
- iii. Linking handlooms with fashion, for e.g. engagement of NIFT students in clusters, engagement of Professional Textile Designers/Master Designers/ Design Agencies/Houses at Central Level to cater to the requirement the group of clusters, engagement of Designers through Central Design Agency/House at Central Level etc.
- iv. Apparel designing and garment making.
- v. Design, product development and diversification/test marketing.

- vi. Setting up of Design Studio.
- vii. Theme-based Design collection.

II. Marketing Projects:

- i. Setting up of Marketing Complex/Souvenir Shop
- ii. Renovation of Showroom/Marketing Complex
- iii. Development of Craft Handloom/tourist village.
- iv. E-commerce initiatives
- v. Projects for Exportable products and International Marketing thereof
- vi. Formation and handholding of PCs
- vii. Introduce International buyers (RBSM participants) visits to Craft Villages/Handloom pockets.
- viii. Assistance for marketing and promotion to Central Government Organizations/Enterprises engaged in handloom activities

III. Capacity building of weavers, PCs, SHGs, Stakeholders in following areas:

- i. Entrepreneurship
- ii. Banking linkages & formal sources of finance
- iii. Laws and legal terminology
- iv. Digital Literacy
- v. Export Procedures
- vi. Foreign Market Trends
- vii. e-commerce

IV. Technology up-gradation:

- i. Adoption of modern equipment for pre-loom, on-loom and post-loom processes
- ii. Modernization of looms by using steel, gears, etc., to make the loom easy to operate
- iii. Introduction of electronic jacquard in handloom pockets in order to save the cost of punching
- iv. Promotion of Natural/vegetable Dyes
- v. Promotion of Natural Fibres
- vi. Technical expo for advancement in machinery in handloom sector
- vii. Social Awareness – Providing elementary knowledge of handloom weaving, dyeing, printing, etc. to rehabilitation centres, correctional homes, orphanages and schools.

V. Common infrastructure Projects

- i. Provision for Tourist Home stay for Sant Kabir and National Awardees
- ii. Value Addition Centers- Garmenting units, Processing units, etc.
- iii. Reeling Unit
- iv. Spun Silk Unit
- v. Textile Testing Laboratory
- vi. CFC/Dye House with ETP
- vii. Setting up of Museums

VI. IIHT-related Projects to re-orient them as handloom and handicraft hubs

- i. Create synergy with NIFT, NID, DC(HC) & WSCs – sharing and overhauling of curriculum, faculty, resources etc.
- ii. Introduction of Handicraft Technology in the course curriculum
- iii. Sharing of knowledge of fashion and handicrafts with IIHT students
- iv. Exchange of knowledge between the students of NIFT, NID and IIHT students
- v. Collaboration of IIHTs with NIFT & NID for Industry attachment/Internship & Placement.

VII. Any other project approved by the competent authority)

C.5 Procedure for submission& approval of Projects

DPR will be submitted to the office of DC(HL) with the recommendation of State Director of Handlooms.

In case of the project/s to be implemented by the Central Government Organizations (WSCs/IIHTs), the Detailed Project Report (DPR) shall be submitted directly to the O/o DC (HL).

The Projects received from the State/Central Government Organizations will be scrutinized by a Technical Committee and recommended to the O/o DC (HL) for approval.

Technical Committee

Technical Committee shall scrutinize each project technically and financially and make specific recommendation along-with its comments to O/o DC (HL), if any. Composition of the Technical Committee is as follows:

- a) Director, IIHT/Zonal Director WSC concerned – Chairman
- b) Representative of Director, NIFT concerned
- c) Representative of State Director of Handlooms concerned
- d) Representative of State Sericulture department/CSB concerned
- e) Head of Office of WSC concerned
- f) Representative, Office of the DC (HC)
- g) Special invitee/s, if any (project related)

In case of IIHT related projects, the committee shall be chaired by Director, IIHT concerned while for remaining projects, the committee shall be chaired by the Zonal Director of WSC concerned.

The committee shall submit its recommendation to the O/o DC (HL) within 21 days of receipt of the proposal.

Project Recommending Committee (PRC)

PRC chaired by DC (HL), having following composition shall recommend the project proposals upto Rs. 10.00 crore for approval of Secretary (Textiles):

- a) DS/Director IFW(Textiles)
- b) Representative of NIFT
- c) Representative of DC (HC)
- d) Additional Development Commissioner (Handlooms),
- e) State Director of Handlooms concerned
- f) Director, IIHT/Zonal Director, WSC concerned
- g) DS/Director (Silk), Ministry of Textiles
- h) Special invitee/s, if any (project related)

Project Approval & Monitoring Committee (PAMC)

Committee, chaired by Secretary (Textiles), having following composition shall approve the projects above Rs. 10.00 crore and monitor the projects on regular basis:

- a) AS & FA, Ministry of Textiles
- b) DC (HL)
- c) DG, NIFT or his/her representative
- d) DC (HC)
- e) State Secretary (Handlooms) concerned
- f) Joint Secretary, Ministry of Rural Development
- g) Joint Secretary (Silk), Ministry of Textiles
- h) Joint Secretary, Ministry of MSME
- i) Special invitee/s, if any (project related).

PAMC will also consider and approve revision in the project cost, if required, subject to the condition that escalation in the cost is due to the reasons beyond control.

C.6 Release of Funds

Funds shall be released in two equal installments to the Implementing Agency.

- i 50% as 1st Installment as advance.
- ii. 50% as 2nd installment on utilization of 70% amount of 1st installment and submission of UC in GFR 12(A) and audited accounts duly certified by the Chartered Accountant.

C.7 Monitoring

At the field level, the project will be monitored jointly by the officials of the Weavers' Service Centre and State Directorate of Handloom & Textiles of the concerned.

At the Headquarter level, the project will be monitored by the PAMC, chaired by Secretary (Textiles).

D. MEGAHANDLOOM CLUSTER

D.1 ELIGIBILITY NORMS

Mega Handloom Clusters in various parts of the country will be taken up for their holistic development, drawing comprehensive development plans. Each Mega Handloom Cluster will cover atleast 10,000 handlooms with Gol contribution upto Rs.30.00 crore per mega cluster. Nature and level of assistance to each Mega Clusterwill be need based.

D.2 IMPLEMENTING AGENCY

- i. National /State Level Handloom Organizations
- ii. State Director of Handloom concerned
- iii. Commissioner/Director of sericulture of concerned State
- iv. Central Government Organizations (WSCs/IIHTs)
- v. State Handloom Development Corporations
- vi. State Handloom Apex Co-operative Societies
- vii. Any other appropriate legal entity working for handlooms recommended by the State Govt. and approved by the DC (HL).

In case, the project is to be implemented by the WSCs/IIHTs, the entire funding of the project, including land cost will be borne by the Gol.

D.3 DURATION OF THE PROJECT

Duration of mega handloom cluster project is 5 years.

D.4 FUNDING PATTERN

General States – Gol: State Govt./IA- 80:20
NER States, Himachal Pradesh,
Uttarakhand, UTs of Jammu, – Gol: State Govt./IA- 90:10
Kashmir and Ladakh,

Land cost shall be borne by the State Govt./Implementing Agency and will not be part of the project cost.

D.5 SUBMISSION OF PROPOSALS

Project-wise proposal will be submitted to the O/o DC (HL) by the State Directorate of Handlooms Textiles with recommendation of SLPC, chaired by the Director of Handlooms, having representatives of Handloom Organization (Apex Weavers' Coop. Society or State Handloom Corporation), leading Exporter, Head of Office of the WSC, representative of the IA, weaver from the group of SHGs, Special Invitees (if any) etc.

D.6 IMPLEMENTATION METHODOLOGY & FRAMEWORK

Based on the diagnostic study, the DPR of the Mega Cluster shall be prepared by the Agency, which duly recommended by the State Government shall be placed before the PAMC, chaired by Secretary (Textiles) for approval. On approval of the DPR, project-wise report shall be prepared by the IA and the same with the recommendation of the State Director of Handlooms shall be sent to the DC (HL) for approval and funds will be released to IA.

Inter-component/intervention diversion within the approved cost of individual project and extension of project period, if any shall be done with the approval of DC (HL).

D.7 PROJECT COMPONENTS:

Baseline Survey, Diagnostic Study, formulation of DPR

This is required for ascertaining the needs of specific interventions required for making the handloom concentrated area self-sustainable. The DPR shall include the interventions required, financial implications, means of financing, implementation schedule, duration etc.

Financial assistance will be provided for Baseline Survey, Diagnostic Study and formulation of DPR to the agency selected through transparent process by the State Government.

Individual interventions directly benefitting weavers

Financial assistance shall be provided for distribution of:

- i. HSS items for up-gradation of looms/accessories to improve quality of the fabric & productivity and reduce drudgery of handloom weavers/workers.
- ii. lighting units

Funds sharing:

90% by the Gol and 10% by the beneficiary.

- iii. Construction of individual worksheds @ Rs. 1,20,000/- per unit (measuring 25 sq. mts.)to handloom weavers to house their looms.

Fundssharing:

For BPL/SC/ST/Women/Differently-abled beneficiaries– 100% by the Gol;

For other beneficiaries – 75% by the Gol and 25% by the beneficiary.

Design Development and Product Diversification

Assistance will be provided for upgrading and diversifying the present product range through design development & quality improvement so as to meet the needs of the contemporary market requirements. Assistance will also be provided for setting up Design studio with CATD System and for engaging professionally qualified Designer. Assistance towards engaging the designer will be fully borne by GoI.

Market Development

This part aims at achieving twin objectives of creating brand and awareness among the people about Indian Handlooms by organization a number of marketing events at strategic locations and providing marketing outlets to the craftsperson by inviting them for direct sale of their products. The marketing events will include BSM/RBSM, Exhibitions, exposure visit of the weavers to the handloom pockets of other States, development and hosting of website, e-commerce, market intelligence/survey etc. Setting up of Marketing Complex, Retail Outlet etc. is also admissible under the scheme.

Exports

Assistance will be provided to enhance export markets through brand promotion, exhibitions, BSM/RBSM, setting up of garment unit, participation in International exhibitions, warehouses, design studio etc.

Basic & Technical Infrastructure

Assistance would be available for setting up of CFC to carry out warping, dyeing, pre and post loom operations, setting up of water treatment plant, effluent treatment plant, testing labs, common workshed, exhibition hall, display-cum-showroom, conference hall, warehouse and any other item. The State Govt. will provide land free of cost, failing which the IA will purchase the land. CFC/Dye House will be run on user charge basis and the facilities set up will be available to all weavers in and around the cluster.

Assistance would also be available for development of common infrastructure, which would improve quality of life of weavers and will not exceed 10% of the total assistance

to be released in the mega cluster. This will contribute indirectly to productivity by facilitating overall working conditions. The infrastructure could be provided in the weavers locality, which include:

- i) Road connectivity to the cluster, where there are no roads
- ii) Repair of roads
- iii) Street lighting
- iv) Bore well
- v) Renovation of primary school building and primary health centres,
- vi) Any other item suggested in the DPR

Publicity

Assistance will be provided for publicity i.e. production of video films, publicity through print and electronic media, hoarding at strategic locations in the cities, blow-ups, banners, publicity through IT related medium like dedicated websites, catalogues, fashion shows, making of CD-ROMs etc. and also for general advertisement of various important national and international events taking place in India in connection with the handlooms, cultural exchange programmes and other events on recommendation of Indian Embassies, printing/publication of brochures/ catalogues/folders/State maps on handlooms etc.

Value addition (Garmenting/apparel units/environment friendly processing units etc.)

The handloom sector produces running yardages, which has multifarious end uses. Thus, there is a need to have Value addition Units such as Processing/garmenting units where the fabric produced will be converted into the apparels, furnishings etc., having higher realization of value than the basic fabric.

Note: For infrastructure development, IA should have their own land or on lease from Government/Government agency for atleast 15 years.

D.8 APPROVAL OF PROJECTS

The DPR of mega handloom clusters shall be considered and approved by the PAMC, chaired by Secretary (Textiles). The composition of the PAMC is as follows:

Secretary (Textiles)	Chairman
Addl. Secretary & Financial Advisor, Ministry of Textiles.	Member
Development Commissioner (Handlooms)	Member
Development Commissioner (Handicrafts)	Member

Economic Advisor, M/o Textiles	Member
Director (Mega Cluster), M/o Textiles	Member
State Director of Handlooms concerned.	Member
Zonal Director of WSC concerned	Member
Head of Office of the WSC concerned	Member
Addl. Development Commissioner (Handlooms)	Member-Secretary

PAMC will consider and approve revision in the component-wise project cost, if required, subject to the condition that escalation in the cost is due to the reasons beyond control and within the upper limit of GoI contribution for a particular mega handloom cluster.

D.9 RELEASE OF FUNDS

Funds shall be released in two equal installments with the approval of DC (Handlooms):

- i) 50% as 1st Installment as advance.
- ii) 50% as 2nd installment on utilization of 70% amount of 1st installment and submission of UC in GFR 12(A) and audited accounts duly certified by the Chartered Accountant.

Note: Funds for committed liabilities of projects sanctioned under CHCDS-mega clusters prior to amendment of the

scheme shall be made in accordance with the provisions of the then guidelines of the scheme.

D.10 DELIVERABLES

- i. Improvement in the productivity.
- ii. Improvement in quality of product.
- iii. Increase in the number of working days in a year;
- iv. Increase in the earnings/month of the handloom weavers;

D.11 MONITORING

At cluster level, the project will be monitored by jointly by the Head of Office of Weavers Service Centre and State Directorate of Handloom & Textiles concerned.

The implementation of the projects shall also be reviewed periodically by PAMC.

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E. Concessional Credit/Weaver MUDRA Scheme

E.1 Objective

The scheme aims to provide adequate and timely assistance from the banks to the handloom sector to meet their credit requirements for term loan & working capital in a flexible and cost-effective manner across the country.

E.2 Eligible beneficiaries to avail Loan

- (i) Individual Handloom Weavers / Weaver Entrepreneurs
- (ii) Self Help Groups
- (iii) Joint Liability Groups
- (iv) Handloom organizations, including Primary Handloom Weavers' Co-operative Societies, Apex Handloom Weavers' Co-operative Societies, State Handloom Corporations and
- (v) Special Purpose Vehicle (SPV)/ consortia promoted by handloom weavers in Mega Cluster/ Handloom Parks etc.
- (vi) Handloom Producer Companies

E.3 Components

E.3.1 Margin Money Assistance

- (i) Individual Handloom Weaver/Weaver Entrepreneur - Margin Money assistance @20% of loan amount, subject to maximum of Rs.25,000/-.
- (ii) Handloom organization - Margin money assistance @20% of loan amount, subject to maximum of Rs.20.00 lakh (margin money @Rs.2.00 lakh for every 100 weaver/worker).

Additional margin money requirement, if any as per banking norms will be borne by the beneficiary Agency.

- (iii) Margin money assistance to Primary Handloom Weavers' Co-operative Societies / Apex Handloom Weavers' Co-operative Societies / State Handloom Corporations will be provided on the recommendation of State Director of Handlooms

E.3.2 Interest Subvention

Subsidized loans at concessional interest rate of 6% for a period of three years will be available to all eligible beneficiaries. However, this is subject to interest subvention cap only upto 7% by the GoI. Interest subvention as applicable will be provided maximum for 3 years from the date of first disbursal.

E.3.3 Credit Guarantee

The loans extended to the beneficiaries will be guaranteed by the National Credit Guarantee Trustee Company (NCGTC)/ Credit Guarantee Fund Trust for Micro & Small Enterprises (CGTMSE), as per decision of the Bank/ Financial Institution concerned. Guarantee cover will be effective from the date of disbursement of loan for 3 years.

E.4 Participating Banks

All Scheduled Commercial Banks, Regional Rural Banks, State Cooperative Banks, District Central Co-operative Banks and any financial institution with the approval of Competent Authority of Ministry of Textiles, GoI.

E.5 Operational Details

Eligible beneficiaries are required to approach participating Bank concerned for availing the MUDRA loan, for which application is to be filled in by the applicant and submitted in the bank with one of the following documents:

- Weaver' Identity card issued by the O/o DC(Handlooms)
- Yarn passbook
- Identity card issued by the State Government.
- Handloom Organization – Registration Certificate, Balance Sheet, Profit & Loss Account, name of the weavers registered with Organization etc.

Loan sanction letter will be issued by the bank to the applicant within one (1) month of the application date.

E.6 Release of Funds

- (i) A centralized on-line claim disbursement system "Handloom Weaver MUDRA Portal i.e. <https://www.mypnb.in/COCD/login.aspx>" has been developed in association with Punjab National Bank for Banks to submit the claims for financial assistance in respect of margin money, interest subvention and credit guarantee fee.
- (ii) An MoU has been signed between Ministry of Textiles and Punjab National Bank for development, operation and maintenance of the system and a service charge @1.4% of the amount of margin money disbursed will be paid to Punjab National Bank.
- (iii) Funds will be placed in a dedicated account operated by Punjab National Bank for settling the claims received from participating banks. Subsequent installment will be released by O/o DC (HL) on utilization of 70% of previous installment.

- (iv) Participating banks will submit the claims through Handloom Weaver MUDRA Portal. Margin money assistance will be transferred directly to loan account of weaver. Interest subvention and credit guarantee fee will be transferred directly to the concerned bank through the portal.

E.7 Role of Punjab National Bank

- (i) Some participating banks registered on the PNB portal are not filing claims for margin money assistance, interest subvention and credit guarantee fee. This is leading to an undesirable situation where the handloom weavers are being deprived of benefits under the scheme due to inaction on part of the banks/lack of awareness about the scheme at branch-level.
- (ii) Punjab National Bank will publicize the scheme amongst the Banks to make sure that all the participating banks lodge claims for margin money assistance, interest subvention & credit guarantee in respect of loans extended by them.
- (iii) Punjab National Bank shall ensure that MIS portal provides information regarding margin money assistance, interest subvention and credit guarantee fee claimed for each of the beneficiary by all participating banks.
- (iv) PNB will submit reports to O/o DC (HL) containing details of all claims received, debit/credit transactions done on the portal as well as in dedicated account for this purpose on monthly basis.

E.8 Role of State/UTs Government

- (i) To sponsor maximum number of loan applications from handloom pockets across the State in close coordination with Weavers Service Centre concerned.
- (ii) To organize awareness camps in coordination with WSC concerned and Banks in the handloom pockets.
- (iii) To hold the regular meetings with the participating banks to oversee the progress of the scheme and any issues being faced by the banks in lodging claims on the portals, should be flagged to the Office of the DC (HL).
- (iv) State Level Bankers Committee (SLBC) should monitor the progress of banks in sanctioning of loans and filing claims for margin money assistance, interest subsidy and Credit Guarantee Fee.
- (v) The District Collectors who have major concentration

of weavers in their district to monitor the progress of banks in sanctioning of loans and filing of claims on the Handloom Weaver Mudra Portal in association with Lead Bank Manager.

- (vi) To send monthly report to the O/o DC (HL) with a copy to WSC concerned for monitoring the progress.

E.9 Publicity and Awareness

- (i) Intensive publicity will be carried out by the State Director of Handlooms through newspapers, awareness camps and by distributing the pamphlets in weavers' pockets highlighting the benefits available under the scheme.
- (ii) Weavers mobilized during individual benefit interventions like HSS, Skill up-gradation training will be made aware about the Concessional credit/Weaver MUDRA scheme by the State Director of Handlooms and WSC concerned.
- (iii) Yarn depots will be utilized as focal point for distribution and collection of loan applications from the weavers.
- (iv) Camps/Chaupals will be organized by WSC for collection of loan applications of the beneficiaries in association with State Directorate of Handlooms and concerned banks.
- (v) WSC officials will be deputed to handloom pockets along with representative of State Directorate of Handlooms. They will visit the weaver/worker's households for collecting the loan applications at their doorsteps.
- (vi) Cooperation from North East Council (NEC) will be solicited for motivating the handloom weavers in NER for availing the loan facility.

E.10 Monitoring:

10.1 Following committees will monitor the implementation and review the scheme:

I. National Implementation Monitoring & Review Committee (NIMRC):

- a. Secretary, Ministry of Textiles, GoI- Chairperson
- b. DC (HL), Ministry of Textiles, GoI – Convener
- c. Representative of Department of Expenditure, Ministry of Finance, GoI
- d. Representative of the Department of Financial Services, Ministry of Finance, GoI
- e. Representative of NITI Aayog

- f. Principal Secretary/State Director of Handlooms
 - g. Chairman/Managing Directors, Scheduled Commercial Banks or his representative
 - h. Managing Directors, State Cooperative Banks or his representative
 - i. Chairman, Regional Rural Banks or his representative
 - j. Representatives of Reserve Bank of India (RBI)
 - k. Representatives of Indian Bank Association (IBA)
 - l. Chief Manager, Punjab National Bank, New Delhi or his representative
 - m. Zonal Directors of WSCs
 - n. Head of Offices of all WSCs
- a. State Principal Secretary (Handloom & Textiles)– Chairperson
 - b. Managing Director, State Cooperative Bank
 - c. Managing Director, Apex Weavers Society
 - d. Representative of State Level Banker Committee Convener
 - e. Special Invitee (To be decided by SIMRC as per the requirement)
 - f. State Director of Handlooms concerned (Nodal Department)–Convener
 - g. Zonal Director of WSCs
 - h. Head of Office of WSC

II. State Implementation Monitoring & Review Committee (SIMRC):

10.2 NIMRC meeting will be conducted annually. The Office of the DC (HL) will monitor the progress quarterly.

F. Handloom Weavers' Welfare

F.1 Objective:

The scheme aims to provide a universal and affordable Social Security to the handloom weavers/workers across the country.

F.2 Components

1. Life, accidental and disability insurance coverage under the PMJJBY, PMSBY and Converged MGBBY.
2. Financial support @ Rs.8,000/- per month per Awardee weaver (Padma Shree/Sant Kabir/ National/State) above 60 years of age, in indigent circumstances, having annual income below Rs.1.00 lakh, to be certified by the concerned District Collector.
3. Financial support as scholarship upto Rs.2.00 lakh per annum to handloom weavers/workers' child for study in Textiles Institutes.

F.2.1 Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY)

The PMJJBY is an insurance scheme offering life insurance cover for death, due to any reason. The life cover is for a year from 1st June to 31st May and is renewable on year to year basis.

ELIGIBILITY

All handloom weavers/workers' in the age group of 18-50 years.

BENEFITS

Rs.2.00 lakh will be payable on beneficiary's death due to any cause, for one year insurance coverage period from 1st June to 31st May.

PREMIUM

The annual premium of Rs.330/- will be shared as under:

Gol share	Rs.150/-
State Govt./Beneficiary's share	Rs.180/-
Total Premium	Rs.330/-

F.2.2 Pradhan Mantri Suraksha Bima Yojana (PMSBY)

The PMSBY is an insurance scheme offering accidental insurance cover for death or disability. This cover is for a

year from 1st June to 31st May and is renewable on year to year basis.

ELIGIBILITY

All handloom weavers/workers in the age group of 18-70 years.

BENEFITS

Benefits	
Accidental Death	Rs.2,00,000/-
Permanent Total Disability	Rs.2,00,000/-
Permanent Partial Disability	Rs.1,00,000/-

PREMIUM

The entire annual premium of Rs.12/- will be borne by the Govt. of India.

F.2.3 Converged Mahatma Gandhi Bunkar Bima Yojana (Converged MGBBY)

The Converged MGBBY is an insurance scheme offering life and accidental insurance cover for death or disability for a closed group of handloom weavers/workers. This cover is for a year from 1st June to 31st May and is renewable on year to year basis.

ELIGIBILITY

Handloom weavers/workers in the age group of 51-59 years, who were already enrolled under the MGBBY on 31.05.2017. No new enrolment of weavers in the 51-59 years age group will be done under the scheme. Thus, number of beneficiaries under the MGBBY will get reduced every year.

BENEFITS

Benefits	
Natural Death	Rs.60,000/-
Accidental Death	Rs.1,50,000/-
Total Disability	Rs.1,50,000/-
Partial Disability	Rs.75,000/-

PREMIUM

The annual premium of Rs.470/- will be shared as under:-

Gol share	Rs.290/-
State Govt./Beneficiary's share	Rs.180/-
Total Premium	Rs.470/-

F.2.4 Operational Modalities of PMJJBY, PMSBY and Converged MGBBY

- (i) The insurance cover is renewable every year and continuation of coverage is ensured on payment of premium. The coverage period is 1st June to 31st May.
- (ii) Target for enrolment of handloom weavers/workers' under PMJJBY, PMSBY and converged MGBBY will be communicated to all State Governments/UTs, every year.
- (iii) The State Government shall indicate number of weavers/workers that can be enrolled, either by paying the premium by the handloom weavers/workers or by the State Government or both.
- (iv) On receipt of above, Gol share of premium will be sanctioned/released as an advance to State Government concerned for the policy year under the scheme.
- (v) The State Directorate of Handlooms and its subordinate offices in the field shall be the Nodal agencies for implementation of the scheme. Nodal agency will act for and on behalf of the insured members in all matters relating to the insurance cover.
- (vi) The weaver/worker shall fill up the enrollment form as prescribed by the Bank concerned/LIC and submit the same to the nodal agency and deposit his/her premium in the bank account of the nodal agency. The weaver/worker on deposit of his/her share will be entitled for coverage under the schemes viz; the PMJJBY, PMSBY and converged MGBBY, as the case may be.
- (vii) In case, handloom weaver/weaver is not in a position to contribute his/her share, State Government concerned may do so.
- (viii) On receipt of the above, the nodal agency shall scrutinize the application and forward the list of such beneficiaries in the format given at Annexure-F1 alongwith premium amount to the concerned Bank in respect of PMJJBY & PMSBY as decided by the State Government and LIC in respect of converged MGBBY.

F.2.5 Role of State Government

Option – I

- (i) Letter dated 13th May 2020 from Department of

Financial Services, Ministry of Finance stipulates, "PMJJBY and PMSBY would have to enroll their beneficiaries through the Bank account of the intended beneficiaries and the claims settlement will be through the Bank account of the intended claimants after the period of the existing converged scheme expires".

- (ii) In accordance with the above, State Director of Handlooms shall open a separate single bank account for deposit of advance of Gol share of premium.
- (iii) In case, beneficiary is not in a position to deposit his/her share, the State Govt. may contribute their share and deposit the share of both, Gol and State Govt. in the Bank account of the beneficiary. State Director of Handlooms shall ensure that the same is debited from the account of beneficiaries for availing the insurance coverage.

Option – II

- (iv) Nodal agency shall open a separate single bank account for deposit of advance of both Gol share of premium & State Government/Beneficiary share of premium.
- (v) Gol share of premium alongwith beneficiary/State Govt. share shall be transferred by State Govt. to the account of concerned bank in respect of PMJJBY & PMSBY as decided by the State Government; and LIC in respect of converged MGBBY alongwith the list of beneficiaries.

F.2.6 Role of Bank(s)/LIC

- (i) The Bank/LIC should ensure that the applications received during the awareness camps conducted should be processed within 15 days/1 month.
- (ii) On receipt of the premium amount, the concerned bank/LIC shall issue "Certificate of insurance" to the beneficiaries. List of enrolled beneficiaries will be submitted by each bank/LIC branch to their Regional/Zonal Office and the consolidated list of enrolled/claimed beneficiaries will be submitted to State Government on monthly basis for onward submission to O/o DC (HL).
- (iii) The premium, once paid, shall not be refunded.

F.2.7 Publicity and Awareness

- (i) Weavers/workers mobilized during individual benefit interventions like HSS, Skill up-gradation training will be made aware about the insurance scheme.

- (ii) Intensive publicity will be carried through newspapers, awareness camps and by distributing the pamphlets in weavers' pockets highlighting the benefits available under the scheme.
- (iii) Yarn depots will be utilized as focal point for distribution and collection of enrolment forms from the weavers/workers.
- (iv) Camps/Chaupals will be organized by WSC for enrollment of the beneficiaries under the scheme in association with State Governments (Nodal Agencies) and concerned banks and will educate the weavers to avail benefits of various handloom schemes.
- (v) WSC officials will be deputed to handloom pockets along with the nodal agency. They will visit the weaver/worker's households for enrolling them at their doorsteps.
- (vi) The State Governments, State Handloom Corporations, Apex/Primary Handloom Weavers/ Workers Cooperative Societies, Unions/Associations shall be actively associated in implementation of the scheme by way of sensitizing the handloom weavers/workers to join the scheme.
- (vii) Cooperation from North East Council (NEC) will be solicited for motivating the handloom weavers/workers in NER for availing the insurance facility.
- (viii) Synergy would be developed in efforts of Ministry of Textiles and Department of Financial Services for enrolling the handloom weavers/workers.

F.2.8 Claim Procedure

- (i) The claimant/nominee/legal heir is required to deposit duly completed claim form as prescribed by the Bank/LIC along with the applicable documents like death certificate etc.
- (ii) In case of partial or full disability, the nominee will provide insurance certificate & disability certificate issued by Medical authority along with request letter to claim his/her insurance.
- (iii) The benefits under the scheme shall be transferred by the bank/LIC into the bank account of the claimant/nominee/legal heir as DBT.

F.2.9 Release of Funds

The Office of the DC(HL) will release 70% of Gol share of premium as an advance to State Government against the enrollment target fixed under the PMJJBY, PMSBY & Converged MGBBY for the insurance period/year. Balance

amount of Gol share of premium would be released after submission of UC of 70% of the amount released and other required documents relating to enrollment of beneficiaries.

F.3 Financial Support in indigent circumstances to Awardee Weavers/Workers:

- (i) Financial Support of Rs.8,000/- p.m. to awardee (Padma Shree/Sant Kabir/National/State) handloom weavers/workers' above 60 years of age, in indigent circumstances having annual income below Rs.1.00 lakh, to be certified by District Collector (DC).
- (ii) This will be implemented through the WSC.
- (iii) Awardee handloom weaver/worker shall submit his/her application alongwith complete correspondence address, copy of weaver identity card, aadhar card, bank details (account number, bank name & branch, IFSC Code), copy of award certificate, address proof, family details, date of birth certificate etc. to WSC concerned. WSC shall obtain certificate of annual income from DC.
- (iv) Consolidated details in Annexure-F2, including the information submitted by handloom weaver/worker shall be sent to O/o DC (HL) by the concerned WSC for sanction/release of funds directly in the bank account of handloom weavers/workers as DBT.
- (v) Annual Income Certificate from DC shall be obtained every year by the WSC concerned for providing financial support to the handloom weaver/worker.

F.4 Scholarship:

- (i) Financial Support as scholarship maximum upto Rs.2.00 lakh per annum shall be provided to handloom weavers/workers' children (upto 2 children) for study in 3/4 years Diploma/Under Graduate/Post Graduate courses of Central/State Govt. recognized, Central/State Govt. funded Textiles Institutions.
- (ii) They shall be paid tuition fee as charged by the academic institution plus Rs. 5,000/- p.m. as stipend, subject to maximum of Rs. 2.00 lakh per child per annum or actuals, whichever is less.
- (iii) The handloom weaver/worker shall submit his/her application to the concerned WSC along with admission letter from the Institution concerned, tuition fee receipt, weaver/worker identity card, Bank details etc. as per **Annexure- F3**.
- (iv) Concerned Weavers Service Centre shall submit the proposal alongwith the relevant documents in

- prescribed format for sanction/release of funds by the DC (HL).
- (v) Eligible amount shall be reimbursed directly to the handloom weaver/worker's bank account by the office of the DC (HL) through DBT.
- (vi) 1st year scholarship shall be paid after admission of the ward of handloom weavers/workers while in the subsequent years, scholarship shall be paid on submission of proposal by the concerned WSC along with the copy of the marksheet for the passing out of annual exam.

F.5 Monitoring

- (i) The Office of the DC (HL) will monitor the progress through periodical reports from the WSCs/State Governments and hold review meetings with them from time to time.
- (ii) State Director of Handlooms shall submit monthly report indicating details of coverage and settlement of claims under PMJJBY, PMSBY and converged MGBBY.
- (iii) WSCs shall submit monthly report, indicating the coverage provided to indigent awardee weavers/ workers, and status of scholarship claims and reimbursement etc.

G. Miscellaneous Components

I. Research & Development (R&D)

R&D includes survey and study of the Handloom Sector and recommend steps to improve the market share of handloom, revival and documentation of languishing handloom crafts, innovations in handloom technology, experimentation/research on use of new fibres/natural dyes/organic cotton, documentation of existing/developed designs in WSCs etc.

II. Handloom Census

Handloom Census is conducted through Independent third party to get updated data and its validation regarding number of handloom weavers, number of handlooms, number of handlooms engaged in commercial and domestic use etc. so that benefit of scheme and subsidy percolates to actual handloom weavers. Also, weavers shall be issued photo I-Cards.

III. Publicity, advertisement, monitoring, training and evaluation of the scheme

Expenditure shall be incurred towards a) publicity, b) advertisement, c) monitoring, d) supervision, e) training of the officials working under the O/o DC (HL), State Directorate of Handlooms, representative of IAs etc. and f) Evaluation of the scheme/programme (including concurrent monitoring/impact evaluation).

IV. Education of weavers/their wards through National Institutes of Open Schooling (NIOS)/IGNOU

National Institutes of Open Schooling & Indira Gandhi National Open University shall provide education to the handloom weavers and their children through open schooling and distance learning in handloom related subjects for their career progression. The fee shall be subsidized for SC, ST, BPL and women learners for admission in courses offered by IGNOU/NIOS.

V. Project Monitoring Cell

Project Monitoring Cell shall be set up in the O/o DC (HL) to deal with the Handloom Schemes/programmes, including monitoring, liaising with the State Govts./IAs, examining the proposals, release of the financial assistance, data maintenance/updation etc. At the same time, mentors/monitors will also be engaged at the field level in all States to advise, follow-up with the State Govts./Implementing Agencies, monitoring and reporting the progress to this office etc.

VI. Handloom Helpline Centre

The helpline aims to provide single point of contact to weavers seeking solutions for their technical issues/schematic clarification. "Handloom Helpline Centre" has been set where professional queries of weavers are answered by the experts. The helpline no. 0120-6916700 (PRI number) and 18002089988 (Toll free number) function from 10.00 a.m. to 6.00 p.m. and provide information in 7 languages viz. Hindi, English and 5 regional languages (Telugu, Tamil, Kannada, Bengali & Assamese).

VII. Earlier Committed liabilities of NHDP, HWCWS, CHCDS, NERTPS etc.

Earlier committed liabilities of NHDP, HWCWS, CHCDS, NERTPS etc. implemented prior to introduction of the amended guidelines of NHDP for implementation during 2021-22 to 2025-26 shall also be met out.

H. Any Other Component

Funds allocated for the Scheme shall also be utilized towards any other component with approval of DC (HL), which may emerge during the course of implementation of the scheme and might have not been incorporated in the scheme at the time of approval.

Annexure-AI**PROFORMA FOR BASELINE SURVEY**

1. Name of IA.....
2. Registration No.....
(In case of NGO, Registration no. on Darpan Portal of NITIAayog must be given)
3. Name of Cluster
4. State
5. District.....
6. Block
7. Number of weavers proposed to be covered
8. Details of weavers

S. No.	Name of weaver	Father / Husband Name	Gender (Male/ Female/ Transgender)	Weaver Identity Card no. (as per Handloom Census 2019-20)	Mobile No.	Age (in yrs.)	Agency under which weaver is covered/ registered	Av. annual income of family (Rs. in lakh)	Religion	Category (SC/ ST/ Differently abled/ General/OBC, minority)	No. of days engaged in a year	Type of loom used	Type of yarn used	Products Manufactured
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
														16

(Signature)
Authorized Signatory of Implementing Agency
Countersigned (Signature)
Commissioner/Director In-charge of Handlooms(Signature)
Authorized Signatory of Implementing Agency

Annexure – A2

PROFORMA FOR SUBMITTING DIAGNOSTIC STUDY CONDUCTED AND THE ACTION PLAN FOR CLUSTER DEVELOPMENT PROGRAMME

Sl. No.	Parameters			
1.	Name of the Cluster & District			
2	Name of IA			
3	Details of IA	Parameters	Year ()	Year ()
		Sales turnover in each of last two years (Rs. in lakh)		
		Net profit in each of last two years (Rs. in lakh)		
		Please enclose the Balance sheet, Profit & Loss account (Not applicable in case of offices of the Central Govt./State Govt. and NGO)		
4	Total number of looms in cluster			
5	Type of looms used in cluster			
6	Number of handloom weavers in the cluster	Category	Men	Women
		General		
		SC		
		ST		
		Differently-abled		
		OBC		
		Minority		
		Total		
		Total number of weavers of IA		
		Total number non-member weavers in the cluster		
7.	Priority area			
i)	Details of intersection between handloom and handicrafts	Number of handloom weavers- Name of the products -		
		Number of handicraft artisans - Name of the product -		
ii)	Export potential/ market potential	Present exports (Rs. in lakh) -		
		Anticipated exports (Rs. in lakh) -		
iii)	Requirement of revival of languishing crafts	Name of the craft to be revived with justification		
iv)	Details, if cluster untouched by commercialization	Existing number of domestic looms		
		Existing number of commercial looms -		
		Anticipated number of domestic looms		
		Anticipated number of commercial looms -		
v)	Details of cluster having talented individual weavers/workers who are outside the fold of any formal	Number of weavers outside the fold of any formal organization -		

	organization		Present	Anticipated
8	Sales turnover of handloom products in cluster (Rs. in lakh)			
9	Average earning of the weaver per day (in Rs.)			
10	Average no. of working days in a year			
11	Main handloom products of the Cluster			
12	Interventions required for development over a period of 3 years, with financial outlay for each intervention.			

S. No	Name of the component	No. of weavers to be covered	Amount (Rs. in lakh)			fund required as 1 st installm ent
			Gol share	Ben. Share	Total	
1.	Baseline Survey, diagnostic study, formation of Consortium and SHGs, awareness programme					
	Product development	-				
	Exposure visit					
	Participation in exhibition/BSM/Publicity					
	Documentation of cluster activities	-				
	Incentive to IA (applicable to the cluster, having Gol share more than Rs. 1.50 cr.)					
	Any other intervention	-				
Sub-total (i)						
2.	Individual Intervention					
i.	HSS items					
	Sub-total (ii)					
ii.	Lighting Unit					
iii.	Construction of Individual Worksheds BPL/SC/ST/Women/differently-abled (100% by Gol) Others (75% by Gol and 25% by beneficiary)					
IV	Construction of common Workshed					
V	Solar Lighting System for Common Workshed					
Sub-total (iii)						
3.	Engaging Designer	-				
4.	Project Management Cost	-				
Sub-total (iv)						
Grand Total (i+ii+iii+iv)						

1. Local Committee has already identified beneficiaries and obtained consent in writing along with ID Proofs i.e. Aadhar Card number, Bank account number etc. who will contribute their share towards individual interventions. List of beneficiaries duly signed by the Local Committee is enclosed.
2. The beneficiary has not availed of similar assistance under any other scheme of the State or the Central Government.
3. It is certified that the IA is in existence, functioning and has net profits in last 2 years.
4. Certified that the assets created out of the assistance under the scheme will not be disposed of without the prior approval of O/o DC (HL)
5. There is no reason to believe that the IA is involved in corrupt practice.

6. Certified that no UC is pending for rendition in respect of the above grantee organization towards any grant(s) received by it under any scheme of the O/o DC (HL) for Handlooms or Ministry of Textiles or any Department in the Ministry of Textiles.
7. Certified that no complaint(s) has (ve) been received by the State Govt. in respect of disbursement of assistance released by the GoI and State Govt. in the past.
8. Certified that selection of IA has been done in accordance with eligibility criteria prescribed in the scheme guidelines.
9. The SLPC in its meeting held on _____ has recommended the proposal. A copy of the minutes of the meeting is enclosed.
10. Certified that the title of land is in the name of the weaver for construction of individual workshed.

(Signature)
Authorized Signatory of Implementing Agency

Countersigned (Signature)
Commissioner/Director In-charge of Handlooms

Annexure- A3

PROFORMA TO BE FILLED BY IMPLEMENTING AGENCY FOR SUBMISSION OF PROPOSAL FOR CLUSTER DEVELOPMENT PROGRAMME

Profile of the Implementing Agency (IA):

1.	Name of IA (With full address)			
2.	Status of Organization (Central Govt./State Govt./Govt. Undertaking/Cooperative/private/ NGO etc.)			
3.	Registration Number and date of Registration (in case NGO, NITI Aayog Darpan Portal Reg. No)			
4.	Bye laws/Resolution of Organization (enclose copy)			
5.	Name & Designation of Office bearers with Mob. No. and e.mail etc.			
6.	PAN/TAN No.			
7.	GST No.			
8.	Bank Account details (Name of Bank, Branch address, Account No., IFSC code etc.)			
9.	Total number of regular manpower with the IA			
10.	Performance of the IA	Parameters	Year	Year
		Sales turnover in each of last two years (Rs. in lakh)		
		Net profit in each of last two years (Rs. in lakh)		
		Please enclose the Balance sheet, Profit & Loss account (Not applicable in case of Central Govt./State Govt. organizations and NGO)		
11	Experience if any in Textiles/Handloom Sector			
12	Previous experience in Cluster development			
13	Scoring of the IA in case of NGO) as per the pattern for grading.			

Certified that:

1. The IA has been recommended by the SLPC in its meeting held on _____. The minutes of the meeting are enclosed.
2. There is no reason to believe that the IA is involved in corrupt practice.
3. Certified that no UC is pending against grantee organization towards any grant(s) received by under any scheme of the O/o DC (HL) or any Department in the Ministry of Textiles.
4. It is certified that the IA is in existence and functioning.
5. Certified that the above particulars are correct.
6. Certified that no complaint(s) have been received in respect of disbursement of assistance released by the GoI and State Govt. in the past.
7. Local Committee has already identified beneficiaries and obtained consent in writing along with ID Proofs i.e. Aadhar Card number, Bank account number etc. who will contribute their share for individual interventions.
8. That beneficiary has not availed similar financial assistance for same purpose from Govt./Non-government organization before releasing fund and there will be no duplication of efforts on part of GoI.

(Signature)
Authorized Signatory of Implementing Agency

Countersigned (Signature)
Commissioner/Director In-charge of Handlooms

Annexure-A4

Criteria for selection of NGO

A	Mandatory Fields			
I.	Name of NGO(in existence for more than three years)			
II.	Registered Office Address			
III.	Registration Number			
IV.	Registration No. in NITI Aayog Darpan portal			
V.	PAN & TAN & GST Number of Organization			
VI.	Names, PAN & Aadhar Number of Trustees/office Bearers			
VII.	Any penalty imposed by any Authority(Central, State, Local, etc.) on the organization/trustees/office bearers(in the last 5 years)			
VIII.	Any prosecution pending against the organization/trustee/office-bearers (in the last 5 years)			
IX.	Details of Debarment, if any, imposed by any authority (Central, State, Local, etc.)			
X.	Details of sources of funding (last 5 years)			
XI.	Details of bank accounts maintained (in the last 5 years)			
B.	Score Parameters	Maximum score	Score given by State Govt.	Score given by O/o DC(HL)
i.	Registration with any other Government Organization/Department	3		
ii.	Profile of the President/Executive Officer and experience & qualification of field staff	10		
iii.	Experience of baseline survey, community mobilization and monitoring & Evaluation method	10		
iv.	Experience of Cluster development in handlooms or any other related Sector	15		
v.	Experience of Marketing, Networking	13		
vi.	Experience of Technical & Technological guidance	5		
vii.	Achievements in Handloom Sector/rural development	20		
viii.	Last three years audited accounts & filing IT returns regularly & obtained PAN	5		
ix.	Funding by Government	2		
x.	Experience of direct international collaboration	5		
xi.	Participation of women, SCs/STs/Minorities on their Board/staff	7		
xii.	No. of full-time staff to be involved in the project.	5		
	Total	100		
	Whether Eligible? (Y/N)			

(Signature)
Commissioner/Director In-charge of Handlooms

Note: Requisite documents must be submitted in support of the above parameters, else it will not be given weightage. NGOs securing at least 60 marks, out of total 100 marks shall only be considered.

Annexure – A5

No. _____

(Name of Implementing Agency with address)

INVITING EXPRESSION OF INTERESTS (EoIs)

Expression of Interests (EoIs) are invited for engaging Textile Designer in Cluster Development Programme (CDP) at _____ under National Handloom Development Program (NHDP).

The designer will be selected through evaluation of his/her profile and experience in the relevant sector. The details of eligibility criteria, broad Terms of Reference (ToR), guidelines for submission of EoIs and other terms and conditions are available on the website _____.

The eligible organizations/agencies/individuals interested in rendering their services as Designer may submit EoI in sealed envelope, superscribing the title "EoI for engaging Designer at CDP _____" within 21 days of the date of the advertisement to Shri _____, _____. In case, the 21st day falls on a holiday, the next working day will be considered as the last day.

Sd/-

Notice Inviting Expression of Interests (EoIs) for engaging Textile Designerin Cluster Development Programme (CDP) under National Handloom Development Program (NHDP) at _____, implemented by _____

Last date of receipt of EoI: 21 days from the date of the advertisement. In case the 21st day falls on a holiday, the next working day will be considered as the last day.

Introduction

In Cluster Development Programme (CDP) under National Handloom Development Program (NHDP), a qualified Designer/Agency will be engaged by the Implementing Agency for developing innovative designs and marketable products for the cluster. Designer will develop the design portfolios, which will be further developed into sellable products by the handloom weavers who do not have much exposure to market and thus not aware of the consumer preference and other market trends.

Once the design portfolio is developed, the process of product development will begin with the support of the Implementing Agency. Products will be developed by the weavers of the Implementing Agency of the cluster. The total cost of designs and sample development will be borne from the funds provided under Product Development intervention by the GoI to the IA. Designs created by the designers will be provided free of cost to the willing weavers of the cluster.

1. Objective

The objectives of engagement of Designer in CDP are as follows:

- To assist the Implementing Agency (IA) in modifying the designs, colour combination and textures of the fabrics and product samples.
- To develop a range of handloom products as per market requirements.
- To train weavers and technical staff of the Implementing Agency to convert paper designs into fabrics/end products.
- To coordinate with the marketing consultant and the Implementing agency for establishing market linkages with the importers/buying agents/overseas buyers for marketing of the products developed under the project from the stage of designs into products.
- To document the designs and products developed.
- Design development activities include designer input towards textile techniques, motifs, design & color trend and redefined usage of fabrics, usage of existing

garment styles, product development using new techniques.

2. Eligibility Criterion

A firm/agency is eligible to support the cluster by providing their designer by fulfilling the eligibility norms. In such a case, CV of the designer should be forwarded by the agency concerned to the Implementing Agency (IA). If the designer recommended by the agency is engaged in the cluster, he/she will continue to work in the cluster. However, change of the designer in the cluster is permitted only on two occasions and that to with the prior permission of the IA. An individual, fulfilling the eligibility norms can also apply directly to the IA.

Eligibility Norms:

The applicant should have passed out from the Textile Design Institute of repute. The applicant should have at least 2 yrs. experience of working as Textile Designer, preferably with experience of working in handlooms and should have track record for promotion and development of textile including handlooms.

3. Duration of the Project

Project duration is for 3 years. The designer will be engaged initially for one year which is extendable, subject to satisfactory performance. If the performance of the designer is not found satisfactory, his/her services shall be discontinued at any time, even before completing a year.

4. Scope of Work

a) Design Development

Selecting the right yarn keeping design and products in mind. Work on the combination of weaves/motifs and patterns/colour ways/value addition/design concepts/colour references in the form of pantone number or thread card number to be provided along with designs (if required)/prototype (sample) development.

b) Product Development

Develop various product ranges like yardages, sarees, furnishing articles keeping in mind the weave and patterns of cluster and how it can be modified according to need of local, national and international market. The designer shall identify the products before commencement of the project by visiting the cluster. The designer will provide only those

ranges of products, which are acceptable to the targeted market/buyer and shall be responsible for the success of the products.

a) Train the weavers

To train/enroll the weavers to translate the paper designs onto the fabric.

b) Marketing of the handloom products

To ensure marketing of the new products developed by the designer.

c) Documentation of the Designs & Products developed

To document the designs and products developed by the designer.

5. Project Work

d) Extensive field visits to the cluster to identify the various types of design skills of the different weaver groups.

e) Assess existing design patterns and products of the cluster and suggest the product Range.

f) Each design is to be developed at least in two colour ways.

g) Assist implementing agency in marketing the developed products.

h) Designer has to stay atleast for 15 days in every month in the cluster for undertaking the assigned activities.

i) Weavers' Service Centre (WSC) concerned will be actively involved in supervision of the work of the designer engaged.

6. Project Fees

Designer shall be paid as follows;

- Fixed remuneration @ Rs. 30000/- per month.
- Lump sum payment to meet the expenditure towards local travel, telephone etc. @ Rs. 500/- p.m.
- Re-imbursement of cost of TA/DA for travel to attend the meeting convened by the State Commissioner/ Director of Handlooms/Head of Office of Weavers' Service Centre @Rs. 800/- per day for stay in Hotel and travel by Public transport i.e. 3rd AC train/Deluxe Bus, subject to actuals on production of relevant documents.

Table 1: Monthly targets/deliverables for Designer:

S. No.	Minimum targets / deliverables	Quantity
1	Number of new designs to be developed (each design to be in minimum 2 colour ways)	10
2	*Number of products to be developed, including sampling/ prototypes	02
3	Number of designs/products to be marketed/obtaining production orders	01
4	Training to cluster weavers for developing samples/ prototypes	05

*IA has to fully support in developing samples/ prototypes

Note: a) The designer has to ensure marketing, promotion and support for sales of the new product/ samples developed. The designers may also be evaluated quarterly on the basis of the above parameters. The emphasis however must be on the quality of designs, design intervention and increase in sales/orders.

b) IA has to submit monthly progress report of designer work to the Commissioner/Director of Handlooms and WSC concerned.

7. Designer Selection Criteria

- The designer shall be selected by a Committee
- Selection will be made on the assessment of the profile of the designer.
- Qualifications and the relevant experience for handling similar projects.
- The committee reserves the right to recommend amendments in the proposed project. The selection in that case will be subject to incorporation of those amendments.

- Decision of the committee shall be final and binding on all the applicants.

7.1 Marking Criterion

- Qualification (20%)
- Years of experience (20%)
- Experience of working in handloom sector (30%)
- Approach and methodology towards development of proposed cluster, etc. (30%)

7.2 Procedure for Submission of Expression of Interest

The following are to be submitted in sealed cover:

- Designer's profile in brief with details of experience in designing, promotion and product development in the handloom/textiles sector including awards won and details of its creativity, works done in the past in connection to the scope of the work suggested.
- Proof of Experience and of handling relevant activities mentioned.
- Any other supporting documents relevant to the project.
- Copy of concept of depicting and focusing on development of Handlooms by providing design inputs and promotion to the domestic and international market.

8. Other Information

Applicants may submit requests for clarification to this EoI by sending an email on our address _____. Clarification requests must be received by _____.

The selected Agency/individual has to sign an Agreement with the Implementing Agency for rendering satisfactory services and completion of the projects in a time bound manner.

9. Last Date for Submission of EoI

The last date for submission of EoI is 21st day from the date of advertisement (upto 3.00 p.m). The EoI received after

due date shall not be accepted. The EoI should be addressed to Shri_____, _____. The envelope should clearly be marked '**Proposal for engaging Designer/Agency for the _____ Cluster**'. The applications should reach within 21 days from date of publication of advertisement.

10. Rights of Implementing Agency

The Implementing Agency reserves the right to accept / reject the proposals received without assigning any reasons whatsoever, or may call for any additional information / clarification, if so required.

11. Court Jurisdiction

This shall be subject to the exclusive jurisdiction of local courts.

12. Miscellaneous

In case any further clarification or information is required, following may be contacted:

Shri_____, _____. Tel – _____,

13. Attachments to be furnished with EoI

- i) CV of the applicant.
- ii) Documents establishing the credential of the Designer-qualification of the designer, years of experience, working experience in handloom sector, approach and methodology towards development of cluster etc. should be submitted as part of EoI.
- iii) If a company/agency is recommending a designer, profile of the company/agency along with the CV of the designer should be submitted.

Annexure – A6

Guidelines for conducting Skill up-gradation programmes under NHDP in and outside the sanctioned clusters

8.1 Disciplines

- (i) **Weaving** - for learning new weaving technology/new weaving technique.
- (ii) **Designing** – for development of new designs in different colour ways, pantone colours, basics of colours, Computer Aided Textile Design (CATD) System, graph making etc.
- (iii) **Dyeing and Printing** – for learning use of eco-friendly dyes, appropriate method of dyeing/printing with understanding of appropriate class of dyes to be used, development of new colours/shades and their matching, method and style of printing etc.

8.3 Duration, batch size and upper limit of cost

S. No.	Discipline	Duration	Batch size (number of trainees)	Upper limit of cost per batch (Rs. in lakh)
1	Weaving	45 days	20	1 st batch @ Rs.5.27 lakh, subsequent batches @ Rs.3.56 lakh per batch
2	Designing	30 days	20	1 st batch @ Rs.2.71 lakh, subsequent batches @ Rs.2.49 lakh per batch
3	Dyeing and Printing	15 days	20	1 st batch @ Rs.1.59 lakh, subsequent batches @ Rs.1.35 lakh per batch
4	Management	05 days	20	Rs. 0.54 lakh
5	IT	05 days	20	Rs. 0.54 lakh

Detailed cost break-up is at Annexure – A6(1).

8.4 Procedure:

8.4.1 A Local Committee, chaired by Head of Office of WSC with officials of State Directorate of Handlooms and representative of Handloom Organizations shall do the following tasks:

8.4.2 WSC shall invite applications through camps/advertisement in local widely circulated newspapers and/or electronic media etc.

8.4.3 Applications received shall be scrutinized discipline-wise to identify eligible weavers/ workers.

8.4.4 Selection of weavers/workers shall be done discipline-wise by the committee. In case, number of trainees are more than target allocated, following shall be the priority in selection of trainees:

- i) age group of 18 to 35 years,
- ii) only one member from one family (younger to be preferred)

(iv) **Management** - for learning management practices i.e. accounting, operation of computers, marketing, human relations, record keeping, documentation etc.

(v) **Information Technology** - familiarization with computer, internet/e-mailing, scanning, e-commerce etc.

8.2 Eligibility

Semi-skilled or skilled weavers/workers.

8.4.5 Skill up-gradation in technical disciplines shall be conducted by the WSC. Skill up-gradation in Management/IT may be conducted through a Central/State Govt. Institution as decided by the Committee.

Further, in case, large numbers of weavers are to be trained in a cluster, training of trainers may be conducted as per skill up-gradation norms after obtaining approval of the O/o DC (HL). After completion of training, such trained weavers may act as trainer to conduct skill up-gradation.

8.4.6 Trainer can be either of the following:

- (a) Degree holder in relevant field from a recognized institution or IIHT Diploma holder, having atleast 2 years of working experience in the handloom sector,
- (b) Person having atleast 5 years experience in relevant technique/technology to be imparted during training programme.
- (c) Approved by the Central/State Government as Trainer.
- (d) National/State Awardee.

8.4.7 Proposal for sanction of skill up-gradation programme shall be submitted by the WSC to the O/o DC (HL).

8.4.8 Based on the proposal received from the WSCs for skill up-gradation, funds will be released as advance to the WSCs by the O/o DC (HL). Stipend to trainees for weaving may be made in two installments i.e. 1st installment of stipend for 21 days may be paid on the 22nd day of the commencement of the training; and 2nd installment may be paid before the completion of the training programme.

8.4.9 Assessment of the trainees shall be done by an independent agency other than the training agency, to be approved by the Zonal Director.

Assessment should be planned well in advance so that it is conducted on the next day of completion of skill up-gradation programme.

i) The performance of the trainees shall be assessed through practical test. Marks allotted for assessment on each parameter are as follows:

i.	Quality of work	40 Marks
ii.	Efficiency	20 Marks
	Total	60 Marks

Trainees scoring 30 or more marks shall be eligible to get training certificate.

ii) If in any batch of trainees, more than 50% of trainees score less than 30 marks, the trainer shall be debarred from being considered as trainer for a period of atleast next two years and the same shall be intimated to the State Directorate and the Zonal Director.

iii) Assessment report of each batch shall be sent by the WSC to the O/o DC (HL), State Directorate and Zonal Director of WSC within 15 days of assessment.

8.4.10 First preference shall be given to the trainees for purchase of samples developed during skill up-gradation. Remaining samples shall be sold by WSC through exhibitions etc. Cost of the sample may be worked out by adding cost of the raw materials, dyes/chemicals and 10 % overheads.

8.4.11 Equipments & tools purchased for skill up- gradation should be used for subsequent batch of skill up-gradation. After all skill up-gradation programmes are over in the cluster, handlooms may be handed over to trained loom-less weavers with due acknowledgement. In case, no such weavers are available, looms may be handed over to the cooperatives for production. Final decision to hand over looms may be taken by the committee.

Annexure – A6 (1)

DISCIPLINE-WISE COST BREAK-UP OF SKILL UPGRADATION PROGRAMMES UNDER NHDP

WEAVING

S. No.	Component	Provision of funds under training component (In Rs.)
1.	Stipend for 20 weavers	2,70,000 @Rs.300/-* per day for 45 days
2.	Honorarium to Trainer	36,000 @Rs.800/- per day for 45 days
3.	Honorarium to Assistant	18,000 @Rs.400/- per day for 45 days
4.	Cost of Equipments and tools (warping drum, five looms with attachments (dobby/jacquard/other accessories))	1,50,000/-
5.	Raw materials and consumables	20,000/-
6.	Hiring of shed, electricity and water charges	10,000/-
7.	Documentation of samples	3,000/-
	Total cost	5,07,000/-
8.	Administrative & Miscellaneous Expenditure	20,400/-
	Total	5,27,400/- Rounded off to 5,27,000/-

Note

- i) If necessary, WSC may incur expenditure above Rs. 20,000/- per training programme for purchase of raw materials by diverting from the cost of equipments and tools/hiring of shed, electricity and water charges/administrative cost, keeping the overall cost intact. Upper limit for purchase of raw materials per training is as follows:
 - a) For Cotton : upto Rs. 30,000/- per programme
 - b) For Cotton+ other fibres : upto Rs. 35,000/- per programme
 - c) For pure silk : upto Rs. 50,000/- per programme
- ii) In a handloom pocket, 1st training programme will be funded upto Rs.5.27 lakh. For subsequent training programmes, equipments and tools purchased for 1st batch shall be used. Subsequent training programmes shall be funded @ Rs.3.56 lakh per programme by eliminating cost of equipments& tools with commensurate reduction in administrative & miscellaneous expenditure.

DESIGNING

S. No.	Component	Provision of funds (In Rs.)
1.	Stipend for 20 weavers	1,80,000 @Rs.300/-* per day for 30 days
2.	Honorarium to Trainer	24,000 @Rs.800/- per day for 30 days
3.	Honorarium to Assistant	12,000 @Rs.400/- per day for 30 days
4.	Cost of Equipments and tools	12,000/-
5.	Raw materials and consumables	25,000/-
6.	Hiring of shed, electricity and water charges	6,000/-
7.	Documentation of designs	3,000/-
	Total cost	2,62,000/-
8.	Administrative & Miscellaneous Expenditure	9,800/-
	Total	2,71,800/- Rounded off to 2,71,000/-

Note

In a handloom pocket, 1st training programme will be funded upto Rs.2.71 lakh. For subsequent training programmes, equipments and tools purchased for 1st batch shall be used.

Subsequent training programmes shall be funded @ Rs.2.49 lakh per programme by eliminating cost of equipments & tools with commensurate reduction in administrative & miscellaneous expenditure.

DYEING AND PRINTING

S. No.	Component	Provision of funds (In Rs.)
1.	Stipend for 20 weavers	90,000 @Rs. 300/-* per day for 15 days
2.	Honorarium to Trainer	12,000 @Rs. 800/- per day for 15 days
3.	Honorarium to Assistant	6,000 @Rs. 400/- per day for 15 days
4.	Cost of Equipments and tools	18,000/-
5.	Raw materials and consumables	20,000/-
6.	Hiring of shed, electricity and water charges	4,000/-
7.	Documentation of designs	3,000/-
	Total cost	1,53,000/-
8.	Administrative & Miscellaneous Expenditure	6,000/-
	Total	1,59,000/-

Note

In a handloom pocket, 1st training programme will be funded upto Rs.1.59 lakh. For subsequent training programmes, equipments and tools purchased for 1st batch shall be used.

Subsequent training programmes shall be funded @ Rs.1.35 lakh per programme by eliminating cost of equipments & tools with commensurate reduction in administrative & miscellaneous expenditure.

MANAGEMENT/IT

S.No.	Component	Provision of funds (In Rs.)
1.	Stipend for 20 weavers/trainees	30,000 @Rs. 300/- per day for 5 days
2.	Honorarium to trainer	7,500 @Rs. 1500/- per day for 5 days
3.	Hiring premises of training Institution, including computer hardware	10,000/-
4.	Purchase of stationery	2,000/-
5.	Documentation	2,000/-
	Total cost	51,500/-
6.	Administrative & Miscellaneous Expenditure	2,500/-
	Total	54,000/-

Annexure – B1

**Proforma for applying National Handloom Expo (NHE), State Handloom Expo (SHE),
District Handloom Expo (DHE), Crafts melas and other Misc. events**

S.No.	Items/information	Details	
1	Type of event	NHE/SHE/DHE/Crafts Mela/Misc.	
2	Title of event (if any)		
3	Venue/City		
4	Name of District		
5	Name of State/UT		
6	Period of event	From:	To:
7	Importance of the event	Not more than 3-4 sentences.	
8	Expected Marketing Potential of event	1. Footfalls	
		2. Sales generation	
		3. No. of participants	
9	Details of IA / Mela Authority/ Organizing the event	1. Name of IA	
		2. Registration no. & Date	
		3. Address in full	
		4. Contact no. & e-mail	
		5. Name of MD/ED/HoO	
10	Proposed no. of stalls along with area		
11	Publicity mode (newspaper, brochures, Banners, standees, Pamphlets, hoardings, audio-video, FM, social media etc.)		
12	Component wise estimated Expenditure (as per guidelines)		
13	Are only Handloom products will be sold in the event		
14	Details of marketing events organized by IA during previous years (if any)	1. Name of event(s)	
		2. No of event(s)	
		3. Sales generated	
		4. Average footfalls	
		5. Feedback	
15	Any other information		
16	Documents attached (Orgn. registration, State/WSC Recommendation letter, Bank Mandate form etc., if applicable)		

Signature of the State Govt. Authority/MD/
 CEO/HoO - Implementing Agency.
 (Name and designation of the officer with official stamp & seal)

Annexure – B2**FINAL REPORT****Proforma for: NHE/SHE/DHE/Crafts Mela/Misc. Events**

S.No.	Items/information	Details
1	Name of Implementing Agency	
2	Type of event	NHE/SHE/DHE/Crafts Mela/Misc.
3	Title of event (if any)	
4	Venue/City	
5	Name of District	
6	Name of State/UT	
7	Period of Event	
8	Total area including vacant space	
9	No. of stalls & stall size	
10	No. of participants	
11	No. of Participants having HLM/IHB Registration	
12	No. of Participants not having HLM/IHB Registration	
13	Sales generated (Rs.)	
14	Inflow & outflow of funds	
15	Publicity mode (newspaper, brochures, banners, standees, hoardings, audio-video, FM, social media etc.)	
16	Number of weavers/beneficiaries covered	
17	Footfalls/no. of visitors	
18	Performance-cum-achievement of expo	
19	Suggestions for future expos	

Signature of the State Govt. Authority/MD/
CEO/HoO - Implementing Agency.
(Name and designation of the officer with official stamp & seal)

Annexure – B3**Proforma for INSPECTION REPORT: NHE/SHE/DHE/Misc. Events**

S.No.	Items/information	Details
1	Type of event	NHE/SHE/DHE/Crafts Mela/Misc.
2	Title of event (if any)	
3	Venue/City	
4	Name of District	
5	Name of State/UT	
6	Period of Event	
7	Name of Implementing Agency	
8	Total area including vacant space	
9	No. of stalls along with stall size	
10	No. of participants (State wise)	
11	No. of Participants having HLM/IHB Registration	
12	No. of Participants not having HLM/IHB Registration	
13	Sales generated (Rs.)	
14	Publicity mode (newspaper, brochures, standees, banners, hoardings, audio-video, FM, social media etc.)	
15	Number of weavers/beneficiaries covered	
16	Footfalls/no. of visitors	
17	Findings, if any	
18	Suggestions for future expos	

Signature of Inspecting Agency.

(Name and designation of the officer with official stamp & seal)

Annexure – B4

Proforma for applying for participation in Crafts Mela

BIO DATA OF PARTICIPANT FOR THE CRAFT MELAS

1. Name of the Crafts/product _____
 2. IHB/HLM Registration No. _____
 3. Name of participant (in capital letters) _____
 4. Full postal address (in capital letters) _____
 5. Father's/Husband's Name _____
 6. Age/Date of birth _____
 7. Whether SC/ST/OBC/ _____
 8. Physically Handicapped _____
 9. Whether SantKabir/ National/ National Merit Certificate /State Awardees Holder _____
 10. No. of persons in family engaged in weaving, If any _____
 11. Details of handloom products produced by the applicant _____

Photo duly
attested by
the recommending
Officer

12. Total amount of goods that can be brought for sale for Craft Mela _____

13. Name of the craft/product to be sold in the craft mela _____

14. Whether participated in any craft Mela sponsored by O/o DC(HL) or in Dilli Haat. If so, the details of the participation such as name of the mela, place and period/slot

15. Whether participated in any Craft Mela as member of any Weavers Coop. Society/organisation? If so, Name of the Society/organisation, places and the details of participation such as name of the mela, place and period/slot _____

16. Total experience in Handlooms _____

Note: Please enclose self-attested copy of following:

- (i) HLM/IHB Registration certificate
 - (ii) Award certificate, if any
 - (iii) Identity and Address proof

Name & Signature of the participant _____
(with organisational seal in case of organisation)

Signature of the recommending authority
Name & Designation with Office Seal

Annexure – B5

Proforma for Undertaking for participation in Crafts Mela

I _____ S/o,D/o,W/o, _____ am producing _____ (particulars of the craft) at my house at (full address) _____ I will participate only from Handloom side. The details furnished by me in the application are true and complete to the best of my knowledge and belief. I will display/sell only those products for which my participation has been allowed. I undertake to abide by the terms and conditions mentioned in the guidelines.

(Name& Signature of the handloom weavers/agency
with complete address)

Certification by the Sponsoring Authority

This is to certify that Shri/Smt./Ms. _____,
r/o _____ is a genuine handloom agency/weaver and
practicing the crafts _____. It is further certified that
Shri/Smt./Ms. _____ has participated in Dilli Haat/Craft Melas
from _____ to _____ in the previous year.

It is also certified that

- (i) the name, address, disciplines noted in the bio data by the handloom agency/Weaver is bonafide; and
- (ii) that the nomination is of genuine weaver and not trader/middleman.

Signature of the recommending authority
Name & Designation with Office Seal

Annexure – B6

Proforma for submission of proposal for physical participation in international Fairs/Exhibitions/BSM/RBSM

S.No.	Items/information	Details	
1.	Name of the EPC/IA		
2.	Name of the event		
3.	Whether own event or event being organized by any other agency (in case of the latter, also indicate name of the agency)		
4.	Period of event		
5.	Commodity/ Sector		
6.	Market targeted		
7.	Number of Indian participants alongwith name & address and products (if required attached separate sheet)	1. Member Exporters	
		2. Non-Member Exporters Orgn. (Regd. &recognised only)	
		3. Handloom agencies/ Weavers	
8.	Number of foreign buyers (in case of BSM/RBSM)		
9.	Indicative list of components and total estimate of cost: - 1. Space rent 2. Publicity 3. Travel grant to the participants 4. Others		
10.	Total	Rs.	

Signature of ED/MD/HoO, Implementing Agency.
(Name and designation of the officer with official stamp & seal)

Annexure – B7

Proforma for submission of proposal for Virtual Fair/Exhibitions/BSM/RBSM

S.No.	Items/information	Details																		
1.	Name of the EPC/IA																			
2.	Name of the event																			
3.	Whether own event or event being organized by any other agency (in case of the latter, also indicate name of the agency)																			
4.	Period of event																			
5.	Commodity/ Sector																			
6.	Markets targeted																			
7.	Number of Indian participants alongwith name & address and products (if required attached separate sheet)	1. Member Exporters 2. Non-Member Exporters Orgn. (Regd. & recognised only) 3. Handloom agencies/ Weavers																		
8.	Number of foreign buyers																			
9.	Indicative list of components and Estimate of Cost: -	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%;">Sl. No.</th> <th style="width: 60%;">Component</th> <th style="width: 30%;">Virtual mode (Rs. in lakh)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>Development of Virtual platform, Hiring of Virtual Space, Licence Fee Participation fee etc. (in virtual mode – no. of participants to be mentioned).</td> <td></td> </tr> <tr> <td>2.</td> <td>Publicity expenses through print/electronic media, e-Catalogue/e-brochure/ web-banners & other Material etc.</td> <td></td> </tr> <tr> <td>3.</td> <td>Travel grant</td> <td>-</td> </tr> <tr> <td>4.</td> <td>Misc. expenses such as Inaugural & Webinar session (Live stream / Pre -recorded) Translation & Interpretation, Exhibitors on boarding/ Training and Project Management/administrative expenses etc.</td> <td></td> </tr> <tr> <td>5.</td> <td style="text-align: right;">Total</td> <td></td> </tr> </tbody> </table>	Sl. No.	Component	Virtual mode (Rs. in lakh)	1.	Development of Virtual platform, Hiring of Virtual Space, Licence Fee Participation fee etc. (in virtual mode – no. of participants to be mentioned).		2.	Publicity expenses through print/electronic media, e-Catalogue/e-brochure/ web-banners & other Material etc.		3.	Travel grant	-	4.	Misc. expenses such as Inaugural & Webinar session (Live stream / Pre -recorded) Translation & Interpretation, Exhibitors on boarding/ Training and Project Management/administrative expenses etc.		5.	Total	
Sl. No.	Component	Virtual mode (Rs. in lakh)																		
1.	Development of Virtual platform, Hiring of Virtual Space, Licence Fee Participation fee etc. (in virtual mode – no. of participants to be mentioned).																			
2.	Publicity expenses through print/electronic media, e-Catalogue/e-brochure/ web-banners & other Material etc.																			
3.	Travel grant	-																		
4.	Misc. expenses such as Inaugural & Webinar session (Live stream / Pre -recorded) Translation & Interpretation, Exhibitors on boarding/ Training and Project Management/administrative expenses etc.																			
5.	Total																			

Signature of ED/MD/HoO, Implementing Agency.
(Name and designation of the officer with official stamp & seal)

MARKETING INCENTIVE

Proforma to be submitted by handloom corporations/apex co-operative societies, primary handloom weavers co-operative societies, producer companies, SHGs, JLGs, federations, other eligible handloom entities and national level organisations for claiming MI

1. Name of the State : _____
2. Claim for the year : _____
3. Name and address of the Agency/Society : _____
4. No. of Weavers covered by the Agency/Society :- _____

Sl. No.	Name of the Category	Men	Women	Total
1	General			
2	SC			
3	ST			
4	OBC			
5	Minority			
6	Others			
	Total			

5. Sales turnover for the preceding three years:
 [Calculated based on the GST bills (Yarn purchase & sales bills/Invoices) complying all the GST laws and it's also excluding sales to Apex Societies, Federations, Corporations, Government Departments agencies, Sales

to handloom agencies/sales under barter system and sales computed for the purpose of claiming assistance under *similar kind of incentive/rebate under any other scheme of the Central Govt.]*

Year	Fabrics	Made-ups	Garments	Others	Total
Total					

6. Average sales turnover of last three years : _____
7. Marketing Incentive eligible @ 10% : _____
8. State share @ 5% : _____
9. Central Government share @ 5% : _____

Certified that our organization is a registered users of HLM/IHB and used HLM/IHB labels in the products. It is also certified that the figures for MI have been calculated in accordance with the clause given at point – 5 above.

Signature of the President/
 Secretary of the Agency/Society
With Seal

Signature of the CA with Regn. No.____ /
 Statutory auditor
with Seal

MARKETING INCENTIVE

Certificate to be furnished by the Nodal Agency and State Govt. along with each individual claim

It is certified that

1. **The Handloom Agencies claiming MI are in existence and functioning.**
 2. **The points at sl. no. 1 to 9 under Annexure- B (8) taken into account by the Nodal Agency for calculating the eligibility for MI, are correct and have been duly verified.**
 3. The MI to the eligible handloom agencies has been calculated based on the GST bills (Yarn purchase & sales bills) complying all the GST laws.
 4. The claims towards MI have been preferred only for those handloom agencies which have made the final transaction of product sale to the consumer and followings have been insured while computing the annual sales turnover for working out the eligible amount:
 - i) The sales by one handloom agency to the other handloom agency or vice-versa has not been included.
 - ii) The sales of handloom products by the PHWCs/any other Handloom Agency to Apex Societies, Federations, Corporations have been excluded.
 - iii) The sales by any of the handloom agencies to the Government departments/agencies have been excluded.
 - iv) The sales made under barter system by handloom agencies have been excluded.
5. The sales computed for the purpose of claiming MI have not been calculated for other assistance under similar kind of incentive/rebate under any other scheme of the Central Govt.
 6. **The proposal has been cleared in the State Level Project Committee (SLPC) in its meeting held on _____, Minutes of which are enclosed.**
 7. **State Share has already been released vide State Govt.'s sanction order No._____ dated_____.**
 8. All the eligibility conditions for availing MI have been met by the agency as per the norms of the scheme guidelines on MI under NHDP and no excess amount is claimed by the agency.
 9. The claiming agency has not been preferred MI claims for more than 3 years including this proposal during the scheme period of 5 years.
 10. No UC is pending for rendition in respect of the above grantee organization towards any grant(s) received by it under any scheme of the office of DC (HL) or Ministry of Textiles.
 11. **There is no reason to believe that the agency is involved in any corrupt practices.**
 12. Certified that all the above particulars are correct and verified from books of accounts of the grantee agency.
 13. Certified that the agency is a registered users of HLM/IHB and used HLM/IHB labels in their products.

(Signature)
Nodal Agency nominated by
State Government of _____
(with seal)

(Signature)
Director In-charge of Handlooms,
Government of _____
(with seal)

Annexure – B10

MARKETING INCENTIVE

Consolidated Statement alongwith certificates to be furnished by the Nodal agency and Director of Handlooms & Textiles, State Govt. while forwarding the claims of Handloom Agencies under the MI.

S. No.	Name of the Agency	Claim for the year	Total MI eligibility	MI approved by SLPC	State share	Central share	Amount released by State Govt.	Amount to be released by the Central Govt.
1								
2								
..								
..								
Total								

Category- wise total number of weavers covered by the handloom agencies:

Total no. of the weavers covered by the handloom agencies														
General		SC		ST		OBC		MINORITY		OTHERS		Total		
Men	Women	Men	Women	Men	Women	Men	Women	Men	Women	Men	Women	Men	Women	

CERTIFICATE FURNISHED BY THE DIRECTOR OF HANDLOOMS & TEXTILES, STATE GOVT.

It is certified that

1. All the above grantee handloom organizations/ societies (agencies) are in existence & functioning and the records & registers of _____ (number) handloom agencies have been checked and verified by the field Officers of the Government of _____ for the year _____ and found to be available and in order.
2. The consolidated statement of claim has been prepared on the basis of individual claims preferred by the agency/agencies without any duplication and none of the assistance claimed have been preferred earlier.
3. As per the approval of SLPC, the State Govt. has released its matching share to the concerned grantee organizations vide State Govt.'s sanction order No._____ dated_____, which has been shared equally between the organizations and member weavers through DBT. A copy of the sanction order and documentary proof (bank statement) of amount transferred is enclosed.
4. The previous amount received towards central share

(Signature)

Nodal Agency nominated by

State Government of _____

(with seal)

of MI has also been released/shared equally to/between the organization/member weavers through DBT

5. The details of beneficiaries (State share) have been uploaded on the website of Nodal Agency and State Govt., including previous amount received towards Central share of MI (Gol Share).
6. No complaint(s) have been received or pending about distribution of MI released earlier by the Govt. of India and State Govt.
7. The claims preferred now by the handloom agencies is full and final in respect of the State Government of _____ for the year _____ and no further claim(s) will be preferred by the State Government for the same period in future.
8. The audit of the MI claims preferred by the handloom agencies have been conducted by the Govt. Auditors including the previous account of MI already released and benefit extended to the beneficiaries, (audit report along with audit settlement memo enclosed).
9. The above statement has been forwarded through e-mail/ CD/Pendrive.

(Signature)

Director In-charge of Handlooms,

Government of _____

(with seal)

Annexure – F1**Details to be submitted by Nodal Agency to Bank/LIC**

1.	Name of Weaver/Worker	
2.	Father's/Husband's Name	
3.	Gender	
4.	Date of Birth (enclose copy of supporting document)	
5.	Aadhar number (enclose copy)	
6.	Address (Name of Village, District, State, Pin) (enclose copy of supporting document)	
7.	Bank details of Weaver/Worker (enclose mandate form signed by the bank/cancelled Cheque)	
	Name of Bank & Branch	
	A/c No.	
	IFSC Code	
	Mobile No.	
8.	Amount of premium paid by beneficiary (In Rupees)	Rs.

Signature of Authorized signatory of Nodal Agency**Date:**.....

Annexure- F2**Form for Awardee weaver to claim financial support**

1.	Name of weaver											
2.	Weaver identity card Number (enclose copy of identity proof)											
3.	Address (enclose copy of address proof)											
4.	Aadhar Number (enclose copy)											
5.	Mobile number											
6.	Family details of the weaver											
7.	Date of birth of weaver (enclose copy of supporting document)											
8.	Bank details	Name of Bank & Branch										
		IFSC Code										
		A/c No.										
9.	Name of Award Received (enclose copy of award certificate)											
10.	Annual Income (In Rupees) (Enclose annual income certificate from DC)											

Signature of Awardee Handloom weaver

Annexure- F3

Scholarship Form for children of weaver/worker

1.	Name of weaver/worker												
2.	Weaver/worker identity card number (enclose copy of weaver/worker I-Card)												
3.	Address (enclose copy of address proof)												
4.	Aadhar number (enclose copy)	<input type="checkbox"/>											
5.	Mobile number	<input type="checkbox"/>											
6.	Name of son/daughter of the weaver/worker for whom scholarship claimed												
7.	Date of birth of son/daughter (enclose copy of supporting document)	<input type="checkbox"/>											
8.	Mobile number of son/daughter												
9.	Name of textile design/textiles, including handlooms Institute (where admitted) Is it Central/State Govt. recognized, Central/State Govt. funded Institution? Please specify and enclose supporting documents												
	(a)Name of course												
	(b)Duration of course, indicating Diploma/Under Graduation/Post Graduation												
	(c)Annual fee of course (enclose Tuition fee receipt)												
10.	Bank details (enclose copy of mandate form signed by the Bank or cancelled Cheque)												
	Name of Bank & Branch												
	IFSC Code												
	A/c No.												
11.	Date of Birth (attach copy of birth certificate)												
12.	Enclose copy of the letter from the Institute for admission and copy of admission card												
13.	Enclose copy of the marksheets of 1 st /2 nd / 3 rd / 4 th year (as the case may be)												
14.	Certified that scholarship for the same purpose is/will not be claimed from other sources												

Signature of Handloom weaver/worker

GUIDELINES OF RAW MATERIAL SUPPLY SCHEME (RMSS)

(2021-22 to 2025-26)

**Office of the Development Commissioner for Handlooms,
Ministry of Textiles, Udyog Bhavan,
New Delhi**



RAW MATERIAL SUPPLY SCHEME (RMSS)

1. INTRODUCTION:

The Yarn Supply Scheme (YSS) with partial modification and renamed as Raw Material Supply Scheme (RMSS) has been approved for implementation during period from 2021-22 to 2025-26 with following objective and components.

2. OBJECTIVES OF THE SCHEME

- i. To make available quality yarn & their blends to the eligible Handloom weavers at subsidized rates.
- ii. To set the benchmark price and quality of yarn in the open market so that price remains within reasonable limits; consistent supply and quality parameters are maintained in the market.
- iii. To overcome the poor dyeing facilities in the sector, supply of dyed yarn by Implementing Agency(IA), helping weaver in product diversification, and hence marketability of produce.
- iv. To facilitate handloom weavers' engagement in the sector, help competing with Mill Sector, as handloom productivity is less compared to powerloom.

3. BACKGROUND

The Handloom Sector is one of the largest unorganized economic activities and it constitutes an integral part of the rural and semi-rural livelihood engaging over 35 lakh persons. The sector engages over 25 lakh female weavers and allied workers which makes it an important source of economic empowerment of women.

It provides employment opportunities to women and is a source of their empowerment. Handloom weaving constitutes one of the richest and most vibrant aspects of the Indian cultural heritage. The sector has advantage of being less capital intensive, minimal use of power, eco-friendly and flexibility of small production, openness to innovations and adaptability to market requirements.

Handloom weaving is largely decentralized and the weavers are mainly from the vulnerable and weaker sections of the society. The level of artistry and intricacy achieved in the handloom fabrics is unparalleled and certain weaves/designs are still beyond the scope of modern machines. Handloom sector can meet every need ranging from the exquisite fabrics, which takes months to weave, to popular items of mass production for daily use.

The main raw material used by Handloom sector is yarn, which is produced by spinning mills. The yarn trade was controlled by the traders and most of the handloom weavers were dependent on the traders for their yarn requirement. This had resulted in escalation in yarn prices and shortage of availability.

The yarn manufactured in a particular place is based on the fibre available in and around that place, while the yarn consumed by the weavers in a particular area is based on the consumption pattern prevailing in that area. Therefore, in most of the cases, weavers have to depend on yarn produced in other areas. The transportation of yarn from one place to another increases the cost of yarn considerably putting the weavers at a disadvantageous position.

Keeping the above in view, Government of India introduced the scheme in 1992 for Supply of yarn at the price in which it is available at the Mill Gate. Under the scheme, transportation expenses involved in supply of yarn are reimbursed by the Government of India. Further, price subsidy on silk and cotton hank yarn was introduced in January 2012.

4. COMPONENTS OF RMSS:

4.1 Transport Subsidy Component: Freight reimbursement for transportation of yarn (All types)

4.2 Price Subsidy Component: 15% Price Subsidy on Yarn (through DBT to linked bank account) with quantitative restrictions.

15% price subsidy will be available on cotton hank yarn, domestic silk, woollen and linen yarn and blended yarn of natural fibres with quantity restrictions.

5. ELIGIBLE BENEFICIARIES:

The benefits would be available to the following:

- I. Individual weavers.
- II. Agencies in which weavers are members i.e. Self Help Groups (SHGs), Joint Liability Groups (JLGs) and Cooperative Societies.
- III. Handloom Producer Company.
- IV. Weavers Entrepreneurs: Entrepreneur, who is involved in actual weaving activity along with

marketing and other activities & owns Handlooms in his/her premises, will be eligible weaver entrepreneur. Number of Handlooms owned and functional in the premises of weaver entrepreneur will be counted for the raw material subsidy component purpose.

6. IMPLEMENTING AGENCIES:

- I. National Handloom Development Corporation (NHDC).
- II. State Governments through Commissioner/Director of Handlooms & Textiles.
- III. State Handloom Corporations and Apex Societies under direct control supervision of the State Governments.

States can also undertake to supply yarn through the Department / Co-operatives / Corporations dealing with handlooms to eligible beneficiaries. In such cases, they will follow the procedure prescribed through these guidelines. The proposal of the State Government agencies (normally, one state agency, with sound financial health, robust IT infrastructure & ERP compatible with E-dhaga App and DBT mechanism processes, proven track record in handloom field) to become IA, duly recommended by the State Government, will require approval of Ministry of Textiles.

7. FEATURES OF THE SCHEME:

7.1 Focus areas for developing Ecosystem are:

- i. Areas having individual Weavers who are outside the fold of any formal organization.
- ii. Handloom clusters having export potential/ market potential.
- iii. Handloom Pockets requiring revival of languishing crafts.
- iv. Areas untouched by commercialization such as North East.

The focus on Individual weavers' benefit will be ensured through following measures:

- i. For smaller quantities, instant delivery without requirement of indent.
- ii. Across the counter ready yarn Availability at warehouses & yarn Depots.
- iii. Regular awareness camps by NHDC/IAs and WSC to enrol more number of individual weavers.
- iv. Price subsidy through DBT mode to Aadhar linked bank account.

7.2 Demographic details along with the AADHAR number,

Aadhar linked bank account, mobile number of each Handloom weaver/ member weavers of Handloom Producer Company, Weavers Entrepreneurs, Cooperative Societies, SHGs and JLGs should be available with the NHDC/IA.

The registration of the beneficiaries (live data base) both sector wise and region wise should be maintained.

Updation of the database of beneficiaries under the scheme i.e. existing working handlooms, mobile number, Bank Account etc. shall be carried out by NHDC/IA once in a three years.

In case of change in any details of the member weavers (i.e. place change, Occupation change, addition of members/demise etc.), the eligible agency/ depot holder agency should inform NHDC/IA with a request to make changes (addition/deletion) in ERP accordingly.

7.3 Ab initio Beneficiaries Verification by Committee: Verification of the number of handlooms of each and every eligible agency will be carried out ab initio by a committee comprising officials of the State Directorate of Handlooms, WSC and NHDC.

7.4 Ab Initio Verification of yarn manufacturers through which IA can procure yarn, will be carried out by a committee comprising officials of the O/o Textile Commissioner, WSC and NHDC.

7.5 NHDC will be nodal agency for the scheme.

7.6 No Capital cost for infrastructure is to be provided under the scheme.

7.7 The I.A. will ensure that the yarn supplied to the Department/ Co-operative/ Corporation/Handloom Producer Company/Weavers Entrepreneurs/SHG/ JLG ultimately reaches the member weavers.

7.8 An online platform/dashboard is to be created by IA for information and monitoring of the procurement process, stock position and control, keeping records of payments like amount received in advance and amount due, checking of payments, also the distribution of subsidy should be captured.

The I.A's ERP system should have the facility to check the details viz. indents placed, PO issued, mill, transporter and vehicle details, real time movement of material, subsidy payment to weavers, type and count wise yarn supplied etc. on real time basis by all stake holders.

7.9 State wise annual targets for supply of yarn based on the number of looms in the State on the basis of Census,

shall be submitted by IA to DC(HL), henceforth referred as DC(HL) for approval. I.A. shall make all efforts and devise a proper action plan to ensure the compliance.

The targets for supply of yarn to individual weavers within State wise targets will be assigned WSC / handloom cluster wise.

7.10 Further, under the scheme, inclusions/exclusions of natural fibres, types of beneficiaries, yarn quota revision, NHDC& other I.A's service charge revision, depot operating expenses, scheme operational mechanism etc. may be made within the EFC overall outlay with the approval of Minister of Textiles.

7.11 To facilitate regular and timely supply of yarn, yarn depots will be opened in handloom concentrated areas. To begin with, each sanctioned handloom cluster shall have at least a yarn depot. Gradually, yarn depots will be opened in all handloom pockets. Cooperative Societies, Handloom Producer Company, State Government's Department/Co-operatives/Corporations dealing with handlooms. Depot operating expenses to eligible agencies @ 2% (limited to Rs. 15,000/- per month) of the value of the yarn supplied.

7.12 In order to reduce the delivery period and supply the yarn in smaller quantities, the NHDC/IA will open more warehouses at different locations to store a reasonable quantity of the yarn to meet future requirements. NHDC must open at least one warehouse in every State having weavers' presence. The warehouse should be located in or near the most populous cluster or pocket. NHDC/IA will be given depot operation charges @ 1.0 % (one percent) of the value of yarn supplied directly to the individual weavers from the warehouse. (Limited to Rs.15000/per month).

7.13 Availability of yarn of various types and varieties at each yarn depot should be displayed at yarn depot and also through a dashboard on ERP and e-Dhaga app.

7.14 Service Charges to be given to I.A. for implementation of the Scheme will be as below—
(% of value of yarn supplied)

Area	Service Charges applicable
In General States	2 %
In NER and Hilly Areas *	2.50 %

* NER States (8Nos) & Hilly areas (UT of J&K, UT of Ladakh, Himachal Pradesh and Uttarakhand)

8. DETAILS OF COMPONENTS OF RMSS:

8.1. Transport Subsidy Component:

8.1.1 The purpose of this component is to make available all types of yarn at mill gate price to the beneficiaries for production of handloom items, so as to facilitate regular supply of basic raw materials to the Handloom sector and help utilize the full employment potential of the sector.

The mill gate price means the price at which the yarn is procured from the registered license holders of silk exchange in case of Indian silk yarn, ex-ware house price for DGFT registered importer and landed price (inclusive of CIF and any other applicable charges) at Indian ports for import by NHDC in case of imported silk yarn, state bodies engaged in manufacturing/ supplying silk yarn, reelers/ twisters registered with concerned State Sericulture Department, manufacturers of domestic silk/ coir/ jute yarn and pashmina fibre, processors/ dye houses in the case of dyed/ processed yarn and the spinning mills covered under the Hank Yarn Packing Obligation in case of cotton hank yarn and other types of yarn.

8.1.2 As the Government of India is bearing the transportation cost, the transportation rates will be fixed by the I.A. in a transparent and competitive manner following the codal provisions.

8.1.3 Gradually, only online tracking enabled transporters/ bank approved transporters should be deployed for transportation of yarn. This should be integrated with e-Dhaga app so as to enable the beneficiaries to determine precise location of vehicle which is carrying yarn against the indents placed by them. Online tracking system should have the facility of recording position of the vehicle at regular intervals. The goods receipt note (GRN) System should be robust so as to verify that actual user has received the subsidised goods.

8.1.4 The following charges will be provided towards freight reimbursement:

Type of Yarn	Maximum freight reimbursement to eligible agencies	
	In General States	In North Eastern Region & Hilly Areas *
Silk Yarn	1.0 %	2.25 %
Jute/Coir Yarn	10 %	10.0 %
Other than Silk and Jute/Coir yarn	2.5 %	7.5%

* NER States (8Nos) & Hilly areas (UT of J&K, UT of Ladakh, Himachal Pradesh and Uttarakhand)

8.1.5 The I.A. should draw up a procurement and transportation plan much in advance, in order to ensure that the supplies are made without interruption from the nearest mills situated in the same or nearby areas.

8.1.6 To facilitate easy accounting of the transportation cost, the I.A. shall forward the goods on freight "to pay" basis and the amount paid by the depot operating agencies shall be reimbursed to them in full by the I.A., on submission of claim bills supported with LR/GR etc. The actual cost of transportation or the freight admissible under Paragraph 8.1.4, whichever is less, will be reimbursed to I.A. by the Government of India on Bi-monthly basis. The payment for transportation charges to the user agencies by the I.A. shall be made through the RTGS/ NEFT within 10 days.

8.2 15% PRICE SUBSIDY ON RAW MATERIAL:

8.2.1 The objective of this component of the scheme is to make available raw material i.e. yarn at subsidized price to the eligible beneficiaries so as to facilitate handloom sector to compete with mill sector.

8.2.2 Cotton hank yarn, Domestic Silk, Woollen, Linen yarn and their blends required for production of handloom items are covered under the 15% price subsidy.

8.2.3 For the purposes of price subsidy, the maximum quantity of yarn to be supplied to a weaver will be as below:

Cotton (upto 20s counts)	60 Kgs./loom/month
Cotton (above 20s to 40s counts)	30 Kgs./loom/month
Cotton (above 40s to 80s)	20 Kgs./loom/month
Cotton (above 80s counts)	15 Kgs./loom/month
Domestic Silk Yarn	6 Kgs./loom/month
Woolen Yarn (below 10s NM)	50Kgs./loom/month
Woolen Yarn(10s to39.99sNM)	12Kgs./loom/month
Woolen Yarn(40s NM & above)	6Kgs./loom/month
Linen Yarn (5 Lea to 10 Lea)	20 Kgs/loom/month
Linen Yarn above 10 Lea	7kgs/loom/month
Blended Yarn of Natural fibers	6 Kgs./loom/month

8.2.4 In case weaver requires more quantity than given at per para 8.2.3, he/she will not be denied the additional requirement. However, 15% subsidy will not be given for the additional quantity meaning thereby weaver will get additional yarn at mill gate price.

8.2.5 The subsidized yarn will be supplied to the individual weaver or the body in which he/she is member (Society / Producer Company/ State handloom Corporations/ Cooperatives dealing with Handlooms) but never to both. Unique loom number should be mentioned in the yarn pass book and ERP system. The IA's ERP should have an in-

built system to capture unique loom number in more than one yarn pass book and reject both until the correction is made.

Further, NHDC/IA ERP system should capture the identity of the weaver through their Aadhar / weaver id / unique loom number and ensure the weaver is enrolled only in any one of the beneficiaries to get subsidized yarn.

8.2.6 Individual weaver shall get the type of yarn based on his/her requirement subject to overall quota per loom per month. He/She can indent one or more than one type of yarn. In case he/she opts for more types of yarn, his/her entitlement will be determined on the basis of usage percentage indicated by him/her for each type and maximum quantity indicated in para 8.2.3. [Illustration: A weaver who desires 40% cotton hank yarn(upto 20s counts) and 60% silk yarn in a particular month, shall get 24 kgs. cotton hank yarn(upto 20s count) (i.e. 60kgs.*0.4) and 3.6kgs. silk yarn(i.e. 6kgs.*0.6) in that month.]

8.2.7 The agencies other than individual weavers can get the quota allocation for different type/ varieties of yarn for different looms for getting the supply under 15% price subsidy component at the time of issue of yarn pass book.

8.2.8 In case of doubled yarn, the resultant count will be considered for deciding the eligible quantity.

8.2.9 In order to provide 15% price subsidy on yarn to the eligible beneficiaries, NHDC Ltd will be provided corpus fund to the tune of 40% of the B.E. of the scheme by the Central Government at the beginning of each financial year. The advance will include the unutilised amount of the previous year. Monthly Price Subsidy Claims of other I.A.'s will be sent to NHDC for onward submission to the O/o DC (HL) for sanction, and funds shall be released from the corpus fund available with NHDC.

8.2.10 The corpus fund given to NHDC will be recouped on utilization of 70% fund and on submission of progress report & audited expenditure statement. Recoupment of corpus fund to the NHDC will be linked to the progress made against the targets assigned.

9. YARN PASSBOOK:

9.1 Yarn Passbook as the basic document of the yarn supply, should be issued to all the individual handloom weavers in a proactive time bound manner. Yarn Passbook should contain the total number of looms available with the beneficiary along with the unique number of each loom.

9.2 The number of handlooms of each and every eligible beneficiary /agency will be verified by a committee comprising officials of the State Directorate of Handlooms, Weavers Service Centre (WSC) and NHDC. NHDC will provide the Yarn Passbook within 5 days of the verification and hand it over to the State Government for their distribution. The State Governments shall ensure issuance of yarn pass books based on the handloom census 2019-20.

9.3 In case, weaver name is missing in the handloom census or joins the handloom weaving at a later stage, the NHDC will verify the looms and collect the relevant data and issue the Yarn Passbook to the weaver within 5 days of the verification.

9.4 In case of Cooperative Societies, SHGs and JLGs, Handloom Producer Company, Weavers Entrepreneurs, the verification and collection of data will be carried out by the State Government. The State Government will forward the data to the NHDC for issuing the yarn pass books. The NHDC will issue the Yarn Passbook within 5 days of the receipt of data from State Government.

9.5 In some States, Apex Society/ Corporation/ Department are supplying the yarn to Primary Cooperative Societies / SHGs / JLGs attached with them. In such cases, Apex Society / Corporation / Department will verify looms and collect the relevant data and forward the same to the NHDC/IA. The NHDC will issue the Yarn Passbook to Apex Society / Corporation / Department within 5 days of the receipt of data.

9.6 In case of Apex Societies / Corporations / Department / Handloom Producer Company/Weavers Entrepreneurs /Cooperative Societies / SHGs / JLGs, the number of weavers working with them will be indicated in the Yarn Passbook.

9.7 The yarn passbook serial number will have 10 digits to denote the following information:

First two digits	- State
Next two digits	- District
Remaining 6 digits	- running serial number

9.8 Each individual handloom weaver will be tagged with nearest yarn depot for placing the indent and getting the yarn. Name of the yarn depot will be indicated on the yarn passbook issued to him.

9.9 Entries in the Yarn Passbook should be made separately for the yarn supplied with (I) transport subsidy only and; (ii) yarn supplied with price subsidy along with transport subsidy.

10. Yarn Procurement System: For supply of cotton hank yarn, the supply will be taken from the mills producing hank yarn under Hank Yarn Packing Obligation as per the records of the office of the Textile Commissioner. For supply of other types of yarn, I.A. will empanel the supplier mills in adequate number in a transparent manner, after due diligence and following codal provisions.

Suitable steps will be taken by the I.A. to ensure that supply of yarn under the scheme is ensured in a transparent and competitive manner leaving no room for cartelisation or creation of a monopolistic situation, so as to supply the yarn at the reasonable price to the beneficiaries. The I.A. would be procuring yarn in large bulk, so the mill gate price should generally be lower than that paid by wholesale purchasers at the mill gate.

I.A. will procure yarn available at NTC. Based on the annual requirement, a MoU will be made between NTC and I.A. for supplying of Yarn matching the requirement of Handloom weavers.

Under circumstances emanating from any unexpected supply constraints of NTC, inability to match price/quality parameters or handloom weaver's choice for other mills yarn, yarn will be procured from other yarn manufacturers by I.A. following laid down procedures.

The mandate of procuring yarn in a transparent, technology driven and competitive manner so as to ensure reasonable price to the beneficiaries, will continue.

11. SUPPLY MECHANISM:

11.1 Under the Price subsidy component, at a time the requirement upto 3 months can be supplied to eligible beneficiaries. Indents will be accepted along with 15% advance and balance 85% payment will be collected against delivery.

11.2 The IA will tie-up the supplies from the NTC/Yarn manufacturersas per the demand specifications.

11.3 List of weavers to whom yarn is given against previous indent should be submitted by Cooperative Societies, Weavers Entrepreneurs, producer companies, SHGs and JLGs etc. while placing the new indent.

11.4 The indent may be placed through e-Dhaga app or through yarn depot as mentioned in the Yarn Passbook. Life cycle of the indent/Purchase order should be integrated in ERP System. After threshold time period it has to be regenerated.

11.5 Indent placed through e-Dhaga will be directly placed to the IA while the indent placed at yarn depot will be forwarded to the IA by the depot operating agency. The yarn depot will mention the yarn passbook number of each beneficiary in the indent. Indents will be accepted along with 15% advance and balance payment will be collected against delivery.

11.6 Purchase order & sale invoice will be raised separately by the IA. The IA will provide sales invoice to yarn depot for collecting the balance payment.

11.7 The beneficiaries should use the yarn procured under the scheme for the production of cloth on their own handloom.

11.8 Department / Corporations /Apex Societies / Cooperative Societies / Handloom Producer Company/ Weavers Entrepreneurs/SHGs / JLGs should supply the yarn under the scheme to their member societies/weavers directly enrolled under them by passing on the benefits of the scheme to them in full.

Weavers Entrepreneurs, SHGs and JLGs, can place indents for their own requirement/ consumptions only, which will be based on quota allocated based on the number of member weavers and Handlooms owned in their premises only.

11.9 Each beneficiary will furnish to the IA an undertaking to this effect in the format prescribed at ANNEXURE -1/ ANNEXURE -2 as applicable.

12. REIMBURSEMENT OF 15% PRICE SUBSIDY:

12.1 When yarn is readily available at the yarn depot / IA warehouse: Beneficiary will be issued yarn against full payment and the 15% price subsidy will be transferred by the IA into the beneficiary' account within 48 hours.

12.2 When yarn is not readily available at the yarn depot / IA warehouse: Beneficiary will place the requirement of yarn along with 15% advance payment to Depot operating agency which in turn will place indent to the IA along with 15% advance payment. 15% price subsidy amount will be transferred by the IA to the beneficiary' account within 48 hours of receipt of goods.

13. QUALITY ASSURANCE:

13.1 The yarn specifications (type, count, weight etc.) shall be mentioned by the suppliers on the yarn bundles. Pre-dispatch inspection at the mill site

shall be carried out by the I.A. on random basis for at least 10% of the yarn quantity.

13.2 DC (HL)/I.A. will randomly check quality of the yarn supplied under the scheme through Textile Research Associations or any other agency(ies).The quality check will be carried out by collecting samples randomly and depending upon the situation some parameters may be selected for testing out of various parameters such as Single yarn strength, Lea strength, CSP, Moisture regain, Hairiness, Friction, Abrasion, Twist measurement, U%,count, Yarn elongation etc.

14. VIOLATION AND ITS CONSEQUENCE:

In case of misuse of benefit by the beneficiaries for the first time, the Office of DC (HL) shall be competent to recover the benefit amount with 10% interest. In case of second misuse, besides recovery he shall be deprived from receiving supply for one year. On third misuse, besides recovery and debarment for life, he/she shall be liable for criminal action under IPC and other criminal laws.

15. MONITORING:

Managing Director, NHDC, Commissioner/Director of Handlooms& Textiles of concerned State's I.A., MD of the concerned state handloom corporation implementing the scheme will be responsible for monitoring of the scheme and will send report to the Office of DC (HL) indicating the progress of the scheme. Implementation of the scheme will be monitored by the Office of the DC (HL) on regular basis. The DC (HL) will submit a comprehensive progress report along with the observations on the important aspects of the scheme to the Secretary (Textiles) every quarter for review of the scheme.

16. GRIEVANCE REDRESSAL:

Concerned authority of I.A. will be responsible to ensure grievance redressal related to RMSS in a timely manner.

17. PUBLICITY:

The IA should widely publicize the RMSSFocused publicity of the scheme will be done through print and electronic media in vernacular languages, social media, printing and distribution of pamphlets and hand bills, posters, wall paintings and Buyers-Sellers Meets etc.For this purpose, IA will get the annual media plan approved from the DC (HL).

ANNEXURE-1

Format of undertaking to be furnished by the individual weaver to the Implementing Agency (IA) for supply of yarn under **RMSS**

U N D E R T A K I N G

Name and address of the weaver:

- i. I own a handloom(s) bearing unique loom number(s).....
- ii. I am engaged in the production of handloom cloth and the yarn procured by me from the Implementing Agency (IA) under the Raw Material Supply Scheme is meant for consumption by me.
- iii. The yarn procured by me under the scheme will not be resold to any other organization/weavers.
- iv. In the event of detection of non-fulfilment of anyone or more of the conditions of the scheme, I undertake to pay to the Implementing Agency (IA), the amount equivalent to the difference between the actual sale price of yarn supplied (since the execution of this undertaking and till the date of such detection) and the market price including the cost of transportation, overheads etc.
- v. I fully understand that in case of any fraud being committed by me, penal action may be taken against me.

Signature of the weaver

Place:

Date:

ANNEXURE-2

Format of undertaking to be furnished by the Department / Corporations /Apex Societies Cooperative Societies /Weaver Entrepreneurs/ Handloom Producer companies/SHGs / JLGs to the Implementing Agency (IA) for supply of yarn under **RMSS**

U N D E R T A K I N G

Name and address of the user agency:

Number of looms and their unique loom number(s):.....

- I. This society/agency is engaged in the production of handloom cloth and the yarn procured by the society/corporation/agency from the Implementing Agency (IA) under the Raw Material Supply Scheme is meant for captive consumption in our production centres and/or for supply to our member societies/weavers directly enrolled with us.
- ii. The yarn procured by us under the scheme will not be resold to any other organization/weavers other than those directly enrolled with the society/agency. The benefits of this scheme will be passed on in full to the member societies/weavers directly enrolled with us, when the yarn purchased under this scheme is sold/supplied to them.
- iii. In the event of detection of non-fulfilment of anyone or more of the conditions of the scheme this society/corporation/agency undertakes to pay to the Implementing Agency (IA), the amount equivalent to the difference between the actual sale price of yarn supplied (since the execution of this undertaking and till the date of such detection) and the market price including the cost of transportation, overheads etc.
- iv. We fully understand that in case of any fraud being committed by this society/corporation/agency, penal action may be taken against us.
- v. List containing demographic details along with AADHAR number, mobile number and bank account number of weavers working with the society/agency is annexed.

Signature of Chief Executive
(with rubber stamp)

Signature of Secretary
(with rubber stamp)

Place:

Date :

ANNEXURE-3

C E R T I F I C A T E

1. We have examined the accounts of the Implementing Agency (IA) in respect of supply of yarn made by them to the eligible agencies under the **RMSS** for the period _____.
2. Certified that the yarn supplied for which the reimbursement has been claimed for the period _____ had been made in accordance with the guidelines issued by the office of the Development Commissioner (Handlooms) vide letter No.7/2/2020-DCH/Scheme Guidelines dated 25/10/2021.
3. The supplies of yarn on which the Government's assistance is being claimed for the period _____ have been made only to the eligible beneficiaries.
4. The amount of reimbursement amounting to Rs. _____ (Rupees _____) for the period _____ has not been claimed before.
5. The claim for the period _____ as per details given in the Annexure 4, Annexure 5 and Annexure 6 has been worked out in accordance with the guidelines prescribed by the Office of the Development Commissioner (Handlooms) vide letter No.7/2/2020-DCH/Scheme Guidelines dated 25/10/2021. and such other instructions issued in this regard from time to time.
6. This claim for reimbursement is in respect of yarn covered under the Scheme.
7. Certified that the Undertaking as prescribed in the guidelines has been obtained by the Implementing Agency (IA) from each of the beneficiaries to which the yarn supplies have been made during the period _____.
8. There is no reason to believe that the grantee institution is involved in corrupt practices.

Date:

Authorized Signatory
(Implementing Agency)

Chartered Accountant
(with rubber stamp)

ANNEXURE-4

Statement for claiming reimbursement against supplies under **RMSS** for the period.....

Sl.No.	Name of the State/ Depot Operating Agency	Quantity of yarn supplied (in kgs.)	Cost of yarn at Mill Gate Prices (in Rs.)	Actual cost of transportation (in Rs.).
Total				

Amount of reimbursement claimed : Rs.
(.....% of value of yarn supply)
Less advance amount already claimed : Rs.
Balance amount due : Rs.

Authorized Signatory
Implementing agency
(with rubber stamp)

Chartered Accountant
(with rubber stamp)

ANNEXURE-5

Summary of state-wise claim for reimbursement of yarn subsidy

1. Period of Claim :

2. Summary of yarn supply and subsidy :

Sl. No.	Name of State	Quantity of yarn supplied (in kgs.)	Value of yarn before subsidy (in Rs.)	Yarn Subsidy @ 15% on yarn value before subsidy (in Rs.)	Total claim for yarn subsidy (in Rs.)
1	2	3	4	5	6
Total:					

3. Funds position:

	Particulars	Amount (in Rs.)
(i)	Amount of reimbursement claimed	
(ii)	Less: Advance amount already claimed	
(iii)	Balance amount (i – ii)	

Signature of Authorized Signatory of IA

Chartered Accountant
(with rubber stamp)

(Name and Designation)

Place :

Date :

ANNEXURE-6

Statement for claiming reimbursement against yarn subsidy allowed to the handloom weavers under RMS

1. Period of Claim :

2. Details of yarn supply and subsidy :

Sl. No.	Name of State	Name of Depot Operating Agency	Date of Supply	Variety and count of yarn	Yarn supplied during the quarter (in Kgs.)	Value of yarn before yarn subsidy (in Rs.)	Yarn Subsidy @ 15% on yarn value before subsidy (in Rs.)	Total claim for yarn subsidy (in Rs.)
1	2	3	4	5	6	7	8	9
Total :								

3. Funds position

	Particulars	Amount (in Rs.)
(i)	Amount of reimbursement claimed	
(ii)	Less: Advance amount already claimed	
(iii)	Balance amount (i – ii)	

Signature of Authorized Signatory of IA

Chartered Accountant
(with rubber stamp)

(Name and Designation)

Place :

Date :

ANNEXURE 7

STATEMENT FOR CLAIM REIMBURSEMENT OF DEPOT OPERATION UNDER RMSS FROM DEPOT OPERATING AGENCY TO IA

Sl. No.	NAME OF THE STATE	OPENING STOCK AT THE BEGINNING OF QUARTER		YARN RECEIVED UNDER RMSS		NAME OF MILLS	YARN TOTAL SOLD DURING QUARTER		CLOSING STOCK		*REIMBURSEMENT @ 2% OF YARN SOLD DURING QUARTER/
		QTY	VALUE	QTY	VALUE		QTY	VALUE	QTY	VALUE	
TOTAL											

*Depot operating expenses is 2% of value of yarn supplied limited to Rs. 15,000 per month.

Certified that the above yarn supplies have actually been made and amount of reimbursement for Depot operation has been paid by Implementing Agency (IA)

Amount of reimbursement claimed for depot operation: Rs.

Chartered Accountant

Signature of Executive Officer

(Name of Depot Operating agency with Rubber Stamp)

ANNEXURE - 8

Statement showing Depot Operating Agency-wise details of yarn supplied by IA under the **RMSS**

Name and address of the Depot Operating Agency
(to be furnished separately for each agency):.....

Sl. No	Period/Date	Yarn supplies received		Name of mill and place from which yarn supplied	Destination of yarn supply	LR No./Date	Name of transport company	Amount of freight paid (in Rs.)
		Qty (Kg)	Value (Rs.)					
TOTAL								

Certified that the above yarn supplies have actually been made by Implementing Agency (IA)and the amount of freight has been paid by this agency as indicated above.

Signature of Executive Officer

**SCHEME FOR PROTECTION OF THE
HANDLOOMS AND IMPLEMENTATION OF
THE HANDLOOMS
(RESERVATION OF ARTICLES FOR PRODUCTION)
ACT, 1985**

(2021-22 to 2025-26)

**Office of the Development Commissioner for Handlooms,
Ministry of Textiles, Udyog Bhavan,
New Delhi**



SCHEME FOR PROTECTION OF THE HANDLOOMS AND IMPLEMENTATION OF THE HANDLOOMS (RESERVATION OF ARTICLES FOR PRODUCTION) ACT – 1985

Introduction

The handloom sector has a unique place in the Indian economy and plays a vital role in terms of providing employment, cloth production and value addition while at the same time preserving India's rich cultural heritage. The sector provides employment to more than 35 lakh weavers and allied workers. The sector has been sustained by transferring of skills from one generation to another. The sector accounts for approximately 15% of textile production and makes a significant contribution in domestic and export markets. Because of the uniqueness and exclusivity of designs, capability to produce small batch sizes and having eco-friendly nature, handloom products are in high demand in the international market besides the domestic market. Discerning retailers look for reliable source for constant supply of authentic handloom products on regular basis. Therefore, there is a need to sustain quality handloom products & assure supply of genuine/unique products in the market with own brand image and USP of handlooms.

The handloom sector faces many challenges and stiff competition from powerloom and mill sectors. While the Governments endeavour is to create conditions for harmonious growth of entire textile industry, it also has to ensure that there is well defined and delineated areas for handlooms which is not unduly encroached by powerlooms and mills.

In order to achieve this objective O/o DC(Handlooms), MoT has been implementing the scheme, "Implementation of the Handlooms (Reservation of Articles for Production) Act, 1985" to ensure effective implementation of the provisions of the Handlooms (Reservation of Articles for Protection) Act, 1985. The scope of the scheme has now been expanded to endeavour to promote sale of genuine handloom products. The State Handloom Departments and offices thereof would be roped in and trained to ensure the same, preventing marketing and sales of fake products with HLM/IHB and GI tags.

Dissemination of information with regard to protection of handloom weavers by implementation of the Act and the knowledge of products with Handloom Mark (HLM) and Indian Handloom Brand (IHB) & GI products among all stakeholders through awareness programmes will take place. The state Govts. are to ensure conducting time bound frequent awareness programmes for dissemination of information about the schemes and generate demand for original handloom products amongst buyers.

The scope of the scheme has been expanded to include; i) the marketing expos, events and such other places selling handloom products; ii) reorientation from inspections of powerloom to the support for Handlooms, iii) Onsite verification will be carried out by both, recommending/ registering agency as well as enforcement machinery, iv) a definite time-line would be put in place for the certification process for IHB and Handloom Mark and identification of supply chain of big handloom retailers to ascertain veracity of products on sale, v) strengthening distribution channels for such labels for ready availability of labels to the eligible applicants, vi) putting legal framework in place by hiring a competent legal advisor/agency to check online sale of fake items being sold as handlooms and issue notices to prevent misuse of IHB and Handloom Mark labels, (vii) looking into the legal and related aspects of unauthorized sale of GI Handloom products, viii) the sensitization of State Governments to provide appropriate logistics to the inspection teams for their secured and successful missions.

1. Name and Objectives of the scheme:

The Scheme shall be known by the name "Scheme for Protection of The Handlooms and Implementation of the Handlooms (Reservation of Articles for Production) Act, 1985".

Objectives:

1.1 To support Enforcement Machinery in the States for protection of handloom sector by curbing violation of the provisions of the Handlooms(Reservation of Articles for Production) Act, 1985 [The Act], ensure genuineness of products being sold with IHB/Handloom Mark (HLM) & GI tags in markets / expos. In states where an Enforcement Machinery already exists, the Central Assistance will be extended to strengthen the existing infrastructure to carry out the objectives of the scheme.

1.2 To organize trainings and sensitization programmes for the officers of the State Governments and other organisations for imparting knowledge for promotion of Handlooms, Handlooms Mark, India Handloom Brand, GI, provisions of the Act and orders thereunder to check sale of fake HLM/IHB products & unauthorized sale of GI products.

1.3 To organise public sensitization campaigns, programmes, publication of information material, etc.

through State Government agencies on distinguishing features of a genuine handloom product for determining their authenticity.

1.4 To provide assistance to State Governments and other organizations for publishing awareness material on the provisions of the Act, Reservation Orders, Handloom Mark, IHB and GI for exclusive handloom products in local/leading newspapers in local languages in order to discourage and prevent production and sale of counterfeit Handloom Products.

1.5 To ensure development of an Artificial Intelligence (AI) based app or adoption of any existing artificial intelligence-based App under use for identification of genuine handloom products.

Extent of assistance

2.1 This scheme to set up office/s of Enforcement Machinery in states will be fully funded as per provisions of the guidelines or actual whichever is less.

2.2 Subject to the conditions specified, the Central Assistance will be to meet Recurring and Non-recurring expenditure for the purpose on the basis indicated at Annexure-R1.

2.3 The ambit of the scheme is expanded from establishing and maintenance of enforcement machinery to include capacity building of the existing enforcement machinery, promotional activities to ensure understanding of the distinguishing features of a handloom product by general public, adoption of HM, IHB and GI tags by handloom weavers, curbing sale of fake handloom products with IHB/HM/GI labels, and adoption of latest technology such as block chain, artificial intelligence, etc., for determining authenticity of a genuine handloom product by the enforcement machinery and buyers.

2.4 The details of the additions/changes brought out under the scheme guidelines are as follows:

- i. Special focus on identification of a genuine handloom product through IHB/Handloom Mark (HLM) & GI tags.
- ii. Inspection drives for curbing sale of fake handloom products with IHB/HLM/GI labels in markets/expos.
- iii. Capacity building of State Government's Enforcement Machinery through training programmes, etc. on distinguishing features of genuine handloom product and determination of their authenticity.

- iv. Provide financial assistance to State Governments and other organizations for organizing programmes, awareness drives, publication of information material, etc., for general public about distinguishing features of genuine handloom/ GI products and determining their authenticity,
- v. Ensure development/adoption of Artificial Intelligence based app for identifying genuine handloom products.
- vi. Strengthening of Enforcement Machinery by establishment of more offices as well as impressing upon the state Governments to provide full manpower as per prescribed strength based on scheme's guidelines.

2.5 Training programmes for capacity building, its module and contents etc. shall include training of provisions of HLM, IHB, GIs, Handlooms (Reservation of Articles for Production) Act, 1985 and orders issued thereunder enclosed at Annexure- R5.

3. Setting up of Enforcement Offices in States:

3.1 States/Uts having 5000 or more powerlooms shall be eligible for assistance under this scheme.

3.2 Each State/UT will have a headquarters office of the Enforcement Machinery under the direct control of State Director/Commissioner in-charge of Handlooms.

3.3 Subsidiary office/s at the pockets of powerloom concentration in the State may be set up under the control of Headquarter Office. For this purpose each pocket of power loom concentration should cover at least 20000 power looms.

3.4 Thus, besides one Headquarters Office, each State having at least 25,000 power looms will be sanctioned one subsidiary office for each unit of 20,000 or more power looms. Ordinarily one such subsidiary centre will be considered for each additional 20,000 power looms.

3.5 N.E. States having predominantly more than 10 lakh handlooms will be sanctioned one Head Quarter office.

4. Staff Pattern:

4.1 The staffing pattern for Headquarters Office and Subsidiary Offices would be as per Annexure-R1

4.2 The costs indicated at Annexure-R1 are suggestive and do not necessarily prescribe the pay scales of incumbents in various posts. The consolidated salary cost mentioned at annexure 'R1' or the actual salary drawn as per the pay scales of the state Government for these posts, whichever is less, will be considered for assistance.

4.3 Non-recurring expenditure for acquiring vehicle for these offices will be allowed subject to the ceiling specified at Annexure-R1.

4.4 The replacement of vehicle shall be considered as per the extant rules in force.

4.5 Besides the norms on the number of power looms, release and sanction of funds will also depend on performance namely overall implementation of the mandate of the Scheme under the following parameters:

- (a) Number of inspections made;
- (b) Number of power looms inspected;
- (c) Number of samples seized;
- (d) Number of prosecutions lodged;
- (e) Name & Number of expos/market places visited;
- (f) Number of sale points/outlets in that expo/market place;
- (g) Number of sale points/outlets in that expo/market place/event visited;
- (h) Number of training programmes conducted;
- (i) Number of awareness programmes organized to disseminate information on provisions of the Act and the scheme related provisions of HM/IHB&GI products;
- (j) Number of HLM/IHB inspections conducted/identified as fake. Number of items tagged as GI products being sold unauthorizedly.
- (k) Number of FIRs/cases lodged for violation of the Act as well as under other legal provisions to check sale of counterfeit products with Handloom Mark, IHB and/or GI.

5. Submission of proposals:

5.1 The State Govts./UTs fulfilling the eligibility criteria enumerated at para 3 above may submit their proposals for establishment of Enforcement Machinery in their State/UTs identifying the places where field offices are to be situated with the suggestions for staff requirement and anticipated expenditure following the guidelines mentioned above along with their justification for the same. The proposals may be sent to the Development Commissioner for Handlooms, New Delhi for approval and release of funds.

5.2 Advance claims for grant should be submitted on half yearly basis indicating their tentative expenditure with full justification specifying number of officers and Staff working against the said posts, number of training programmes to be organised, awareness programme to be conducted etc., in the proforma given at Annexure-R2 along with the Progress Report at Annexure-R3 on quarterly/monthly basis and Annexure-R4 on monthly basis. The release in

subsequent quarters will be based on the criteria enumerated at para 4 above and actual expenditure.

5.3 The claim/proposal for grant of central assistance should be submitted by duly observing the following norms:

- i. Proposals/claims to be submitted with reference to the amount sanctioned/released during last quarter/year, with a copy of Utilization Certificate under GFR;
- ii. Statement shall be enclosed showing district wise/office wise numbers of Powerlooms installed in the state with telephone number of the in-charge of the Centre;
- iii. The statement shall be submitted containing number of Powerlooms inspected, samples seized, specifications of items under Handloom Reservation Order 2008 found produced in violation of the Act, Number of violations detected & cases booked during corresponding period;
- iv. The details of inspections at sale points/expos carried out for ensuring sale of genuine handlooms products;
- v. Number of expos inspected to ensure sale of genuine handlooms products etc.
- vi. Certificate to be provided as to whether previous accounts are audited or not. If not the reasons thereof.
- vii. Statement to be submitted containing the Name and designation of the officers/staff posted at headquarter and Subsidiary Offices separately,
- viii. Certificate to be submitted that salary is not claimed for any vacant post.
- ix. Statement/report on number of training programmes conducted, expos/sale points visited etc. shall be submitted.

6. Reports & Returns:

6.1 State Govt./UTs availing of the Central Assistance under this scheme will submit utilisation certificate duly countersigned by Commissioner / Directors / competent authority while furnishing proposal for the next Quarter / Half yearly period along with copy of bills / vouchers etc alongwith requirement of funds for the subsequent year, on the basis of which funds will be released by the Central Government.

6.2 The offices of Enforcement Machinery set up under the State Director/ Commissioner in-charge of Handlooms may report the progress made in enforcing the provisions of the Handlooms Reservation Act, training programmes/ awareness programmes conducted etc. to the Development Commissioner for Handlooms in the format given at Annexure-R3 on quarterly basis, and Annexure-R3 & R4 on monthly basis.

Annexure-R1

**STAFF PATTERN FOR SETTING UP OF ENFORCEMENT
MACHINERY IN HEADQUARTERS OFFICES AND SUBSIDIARY OFFICES**

Head Quarter Office

	Designation	Revised salary cost W.E.F 2021		
		Consolidated revised salary pm	No. of post	salary pm
1	Deputy Director/ Enforcement Officer	62600/-	1	62600/-
2	Enforcement Inspector	41200/-	3	123600/-
3	Legal Assistant	41200/-	1	41200/-
4	LDC/Typist	21700/-	2	43400/-
5	Constable/Constable-cum-Driver	Nil	Nil	Nil
6	Driver (regular/ /contract basis)	21700/-	1	21700/-
7	Sub-Staff (for MTS) (regular /contract basis)	21700/-	1	21700/-
Total			9	314200/-
8	(i) Expenditure on Salary per annum	Rs. 3770400/-		
	(ii) TA/DA per annum	227272/-		
	(iii) Office Expenses	242424		
	(iv) Hiring of Professionals/Legal Agency/Experts/ Legal Expenses	303030/-		
	(v) Staff/Consumer/Stakeholder Training/Education/ Awareness	1818000		
	(vi) Non -recurring Expenditure(Office Expenses for purchase of computer, one time during 2021-22 to 2025- 26)	45454		
	(viii) Non -Recurring Expenditure for purchase of one vehicle (One Time)	Rs.475000/- plus applicable taxes /charges or Rs. 6,50,000/- whichever is less.		

Subsidiary Office

SI No.	Designation	Revised salary cost W.E.F 2021		
		Consolidated revised salary pm	No. of post	Total post
1	Assistant Deputy Director/ Assistant Enforcement Officer	49100/-	1	49100/-
2	Enforcement Inspector	41200/-	5	206000/-
3	LDC/Typist	21700/-	2	43400/-
4	Constable/Constable-cum-Driver	Nil	Nil	Nil
5	Driver (regular/ /contract basis)	21700/-	1	21700/-
6	Sub-Staff (for MTS) (regular /contract basis)	21700/-	1	21700/-
Total			10	341900/-
7	(i) Expenditure on Salary per annum	4102800/-		
	(ii) TA/DA per annum	227272/-		
	(iii) Office Expense	242424		
	(iv) Hiring of Professionals/Legal Agency/Experts/Expenditure	303030/-		
	(v) Staff/Consumer/Stakeholder Training/Education/Awareness	1818000		
	(vi) Non-recurring Expenditure(Office Expenses for purchase of computer, one time during 2021 -22 to 2025- 26).	45454		
	(vii) Non-Recurring Expenditure for purchase of one vehicle (One Time)	Rs.475000/- plus applicable taxes / charges or Rs.6,50,000/- whichever is less.		

* Training to enforcement Staff & Officer of SEM & Awareness to stake holder is introduced as it is highlighted in scheme evaluation.

Annexure-R2**Format of claim for the Quarter.....**

Sl. No.	Item	Expenditure incurred up to the preceding Quarter	Expenditure incurred during the present Quarter	Total releases made so far	Balance claimed
1.	Salary				
2.	TA/DA				
3.	Office Expenses				
4.	Hiring of professionals/Legal Agency/Experts				
5.	Staff/Consumer/Stake holder Training/ Education/Awareness				
6.	Non-recurring Exp. (Office Expenses)				
6.	Development/Procurement /Usage of AI based Apps for identification of Handlooms &Training thereunder	This expenditure is to be incurred by the O/o D. C. Handlooms			
6.	Non- Recurring Expenditure for purchase of one vehicle (One time)				
Total					

Certificate: Certified that the information given above is true.

(Certificate to be given by the Deputy Director/Enforcement Officer-in-Charge of the Head Quarters Office)

Countersigned

Commissioner/ Director-in-charge of Handlooms.

Annexure-R3**Quarterly/Monthly progress report on implementation of the Handlooms
(Reservation of Articles for Production) Act, 1985**

Name of the State/UT...../Report for the quarter/month ending.

Sl. No.	Item	Achievement till the end of preceding Quarter / months	Achieveme nt during the Quarter / months	Cumulativ e achievem ent	Remark/ Reasons for short fall if any
1.	Number of inspections made				
2.	Number of power looms inspected				
3.	Number of samples seized				
4.	Number of Power looms seized				
5.	Number of samples tested				
6.	Number of samples in which violation detected				
7.	Value of products seized (in rupees)				
8.	Number of prosecutions lodged				
9.	Number of cases leading to imposition of penalty				
10.	No. of inspections of expos / showrooms visited to identify fake handlooms products				
11	No. of items against which action taken with details of action taken				

Annexure-R4

Monthly progress report on Power-loom inspection under the Handlooms (Reservation of articles for production) Act, 1985,

Name of the State/UT:-.....

Name of the Office:-.....

Report for the month:-

Annexure-R5

The Module and Contents of training programmes for capacity building of SEMs, its module and contents etc. shall include training of provisions of HLM, IHB, Gls, Handlooms (Reservation of Articles for Production) Act, 1985 and orders issued thereunder enclosed at **Annexure- R5**.

Training Module:

1. Training Faculty may include-

- (a) Officers from O/o D. C. Handlooms,
- (b) Its Regional Offices (Enforcement Wings),
- (c) Officers of Weavers Service Centres/IHHTs

2. Duration – One day training programme to be conducted spreading in two sessions

3. To be imparted on the provisions of the Act, 1985 and orders issued thereunder, HLM, IHB and GI provisions

Contents

1. The concept and provisions of Handlooms Marks-

- (a) What is Handlooms/Mark,
- (b) The need for Handloom Mark,
- (c) Key features of a HL Mark,
- (d) How to differentiate it from the normal cloth,
- (e) The value it assigns to the fabric,
- (f) Its technical parameters etc.
- (g) Penalty for its violation

2. The concept and provisions of IHB products

- (a) What is IHB
- (b) Key features of IHB products,
- (c) How to differentiate it from the normal cloth,
- (d) The value it assigns to the fabric
- (e) Its technical parameters etc.

3. The concept & provisions of GI products

- (a) What is GI product
- (b) Key features of GI registered products,
- (c) How to differentiate it from the normal cloth,
- (d) The value it assigns to the fabric,
- (e) Its technical parameters etc.
- (f) Penalty for its violation.

4. The concept and Provisions of the Handlooms (Reservation of Articles for Production) Act, 1985

- (a) Brief back ground about the Act, 1985,
- (b) Various provisions under the Act including penal provisions,
- (c) Rules framed thereunder,
- (d) Designated Implementing Agencies under the Act,
- (e) Notified laboratories under the Act,
- (f) The notification on the 11 articles reserved under the Act,
- (g) Specific Technical parameters of the Reservation Order S.O. 2160 dated 03.09.2008,
- (h) Necessary tool to differentiate the reserved product from unreserved or fake one.

The above list of content is indicative. Based on inputs from stakeholders and the need based requirement, the content list may be modified by incorporating changes from time to time.

