

**REVISED GUIDELINES
OF
NATIONAL HANDLOOM
DEVELOPMENT PROGRAMME (NHDP)**

(2022-23 to 2025-26)

(Effective from 12.04.2023)

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

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 globalize 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.

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. Small Cluster Development Programme
- B. Handloom Marketing Assistance.
- C. Need based Special Infrastructure Project
- D. Mega Cluster Development Programme
- E. Concessional Credit/Weaver MUDRA Scheme
- F. Handloom Weavers' Welfare
- G. Other Miscellaneous & Promotional 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, NERTPS etc.
- H. Any other component

4. Objectives of the scheme

- i. To focus on minimizing occupational hazards and enhancing productivity of weavers through development of ergonomic loom designs and Technical, infrastructural support for pre-loom, on-loom and post-loom operations.
- ii. 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.
- iii. 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.
- iv. To reorient IIHTs as handloom and handicraft hubs by collaborating with NIFT, NID & DC (HC).
- v. To ensure capacity building of handloom workers and other stakeholders, especially technical, managerial & entrepreneurship skills, exposure to banking for finance, laws & legal terminology, export procedures & foreign market trends, digital literacy and e-commerce, etc.
- vi. To ensure preservation and archiving of traditional designs, tribal weaves, languishing weaves, looms etc.
- vii. 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.
- viii. 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.
- 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 handloom Clusters in clearly identifiable locations for 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 Implementing agency (IA)

- IA for components other than Handloom Marketing Assistance:
 - i) Central/State Government Handloom Organizations
 - ii) National/State level Handloom Corporations
 - iii) Apex/Federations/Primary Handloom Weavers' Co-operative Societies.
 - iv) Handloom Producers' Companies.
 - v) Banks as applicable for Concessional Credit/Weaver MUDRA Loan
 - vi) Any other appropriate entity working in handlooms sector recommended by the State Govt. and approved by DC (HL).
- IA for Handloom Marketing Assistance:
 - i) Director in Charge of Handloom & Textiles/Sericulture in the States/UTs.
 - ii) 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/Chairman/MD/HoO, appointed by the State Govt.
 - iii) National Level organization viz. NHDC, HEPC, EPCH, CCIC, CSB, WSCs, NIFT, Textiles Committee, Association of Corporations & Apex Societies of Handlooms etc.
 - iv) In addition, following entities i.e. State agencies other than handloom organizations or local Govt. Bodies for Urban Haat, Any registered & recognized Exporters Association for Export promotion and any private organisation working in the field of GI for registration of eligible handloom products under GI Act,
 - v) Any other appropriate entity working in handlooms sector recommended by the State Govt. and approved by DC (HL).

Note:

For implementation of SCDP, eligible Agency (except NGO, Central/State Govt. organizations) should have net profit in last 2 years. NGOs, engaged in the handloom sector, recommended by the State Govt. are required to be registered on NITI Aayog Darpan Portal and submit PAN No. and Aadhar No. of each trustee/office bearer. Detailed of NGO is required to be submitted by the State Govt. concerned as per eligibility criteria of **Annexure-A4**

A Small Cluster Development Programme(SCDP)

A.1 Quantum of financial assistance

This Programme is to provide need based financial assistance upto Rs. 2.00 crore (GoI share) per cluster to a group having upto 500 handloom workers at one location so that the groups become self-sustainable.

A.2 Duration of the project

Duration of implementation of the project is 3 years from the date sanction of 1st instalment.

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

A.4 State Level Project Committee (SLPC)

SLPC will be chaired by the State Director In-charge 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 it's 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 SCDP, 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 SCDP 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 SCDP 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 Directorate In-charge 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 **-Annexure A7 (I)**, duly signed by the local committee (atleast two members i.e. WSC & State Govt.)
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 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 up-gradation of looms/accessories to handloom weavers/workers so as to improve quality of the fabric & productivity and reduce drudgery. Cost sharing of shall be in the ratio of 90% by 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 switchover 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 **Annexure-A8**

A.6.6(ii) Lighting Unit (including solar lighting system)

Financial assistance shall be provided for purchase of lighting unit (including solar lighting system) upto Rs. 15,000/- per unit to handloom workers. Cost sharing of shall be in the ratio of 90% by GoI and 10% by the beneficiary.

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 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 (atleast two members i.e. WSC & State Govt.).
- 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) along with the proposal for release of 1st/2nd installment.
 - On sanction of project, State Directorate shall collect 10% of the item cost preferably through RTGS/NEFT/UPI etc. from the weavers and shall place the supply order along with 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 items, 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% GoI share) shall be transferred in the Supplier's Bank A/c 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 @ 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. 2nd installment shall be released on utilization of 70% 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. If needed, the beneficiary can construct the workshed on 1st/next floor.

Sharing Pattern:

For BPL/SC/ST/Women/Transgender/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 shall be provided to the State Commissioner/Director of Handlooms & Textiles/Sericulture for construction of the Common workshed maximum upto Rs.1400/- per sq. ft. for a shed with concrete roof and maximum upto Rs.1000/- per sq.ft with a shed of corrugated / cement sheet etc., subject to maximum amount of Rs.25.00 lakh per cluster. Height of the shed should be around 14', required to install jacquard on the loom. 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. Total financial assistance upto Rs. 15.00 lakh shall be provided for engagement of Textile Designer for three years. 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 as per the guidelines at **Annexure – A6** with permission of DC (HL). Financial assistance @ Rs.300/- per day/per trainee as wage loss compensation shall be released to WSC under skill up-gradation programme/s.

Note: The benefits provided to individual beneficiaries under NHDP should comply the instructions contained in notification No.1/3/2016/DCH/B&A dated 29.03.2017 issued in pursuance of Aadhaar Act, 2016. Hence, all the eligible beneficiaries availing benefits of individual interventions like looms & accessories, solar lighting systems, individual workshops, stipend for trainees etc. under NHDP are required to furnish proof of possession of Aadhaar number or undergo Aadhaar authentication.

A.6.9 Project Management Cost

Cluster Development Executive (CDE) who should not be the employee of implementing agency will be engaged. He/she should be Diploma/Degree in Handloom Technology (DHT) or Textile technology, 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 Directorate In-charge of Handlooms with the representative of IA, WSC concerned 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 funding

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. Up to 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/BSM s/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 GoI share of atleast Rs. 1.50 crore are implemented on time (within 3 years) (Rs. 1.00 lakh)
 - vii) Any other intervention

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

A.8 Release of financial assistance

Funds shall be sanctioned/released as follows:

- a) 50% as advance as 1st installment to the IA.
- b) 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 IA and 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 Officer In-charge of WSC concerned.
 - vi) Intervention-wise list of weavers for availing benefit of HSS, lighting Units, workshed etc. in a prescribed format Annexure A 7(I) for availing 2nd installment duly signed by the local committee (atleast two members i.e. WSC & State Govt.)
 - vii) Intervention-wise final list of weavers who already availed benefit (from 1st installment) of HSS, lighting Units, workshed etc.

A.9 Agency-wise release of funds

State Directorate shall be released funds towards implementing interventions like HSS items (Looms & Accessories), lighting units, Solar Lighting System for common workshed, construction of individual & common Worksheds including subsequent installments of on-going projects.

In case Directorate In-charge of Handloom/Sericulture is an Implementing Agency of SCDP, entire assistance for all interventions, including individual interventions like purchase of HSS, lighting units, Solar Lighting System for common workshed, construction of individual & common Worksheds etc. shall be released to them.

- (i) 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 projects, funds for all interventions, including individual interventions shall be released to them including subsequent installments 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 installments of on-going projects.

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 Officer In-charge, 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/o DC (HL) on monthly basis.

A.11 Financial Assistance for interventions other than Assisted Clusters

Financial Assistance for Components like upgraded looms/accessories, lighting units, construction of individual work-sheds, engagement of textile designer, product development etc. shall be provided on need basis in areas/ handloom pockets other than assisted Clusters.

Procedure of submission of proposal is as under:

- These Components will be implemented by the concerned WSCs, State Directorate in-charge of Handlooms.
- The proposal shall be prepared **(as per Annexure-A-7)** along with intervention-wise list of beneficiaries by Officer In-charge, WSC concerned/State Directorate in-charge of Handlooms as the case may be and shall be submitted directly to O/o DC(HL)
- Intervention-wise list **as per Annexure A 7(I)** indicating category (General, OBC, SC, ST, BPL, differently abled etc.) and gender (male/female/transgender) of each beneficiary shall be signed by local committee headed by Officer In-charge, WSC concerned with a representative of State Directorate In-charge of Handlooms.
- Financial Assistance is provided item-wise for individual beneficiary as one time support in the form of small project, hence funds shall be released in one go as full & final installment. Empanelment of suppliers and implementation of HSS items, lighting units, construction of individual workshed, engagement of designer and product development shall be done by the respective IA as per provisions of Small Cluster Development Programme.

B. Handloom Marketing Assistance (HMA)

Objective:

To Develop and promote marketing channels in domestic and export markets in a holistic and integrated manner to bring greater visibility to the sector and ensure commensurate remuneration to 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 - "Gandhi Bunkar Mela", State Handloom Expo - "Hathkargha" & District Handloom Expo - "Tana-Bana")
- (ii) Craft 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 (Domestic and International)

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

- Seeking wider participation from within and outside states. Encourage all states to organize expos.
- Popularization of Handloom through Handloom Mark (HLM) and India Handloom Brand (IHB). Eligibility for participation to be extended to both registered agencies/weavers of HLM/IHB, as well as those Handloom agencies/Weavers whose applications for registration are under consideration.
- Craft Melas and Master Creation Programme for high end products to be participated by Sant Kabir and Handloom Awardees, National Merit Certificate Holders, IHB holders and State Awardees, in that respective order of preference.
- For greater opportunity to all, Dilli Haat participation will accept application from Handloom entities having Handloom Mark and India Handloom Brand. Accordingly, Cooperative Societies, Producer Companies, SHGs, JLGs etc will be eligible to apply.
- Annual marketing calendar for organization of marketing expos/events etc. will be approved by DC (HL) on the basis of past performance of IAs. An indicative target will be communicated to the States/UTs and State & National level IAs.
- Keeping in view the theme of the event, IA should organize cultural events viz. sangeet sandhya, Kavi Sammellan, folk songs, Nukkad Natak, fashion display etc. to attract footfalls.

B.1.(i) Guidelines for organizing Domestic expos:**(a) Funding pattern, participation, period for Expos/ Events, Craft Melas & Virtual Expos:**

Nomenclature	Participants	Period (in Days)	Funding (Rs in Lakh)
NHE - "Gandhi Bunkar Mela"	80	14	45.00
SHE - "Hathkargha"	60	14	30.00
DHE - "Tana-Bana"	25	5-7	6.00
Crafts Melas	-	-	15.00
Virtual expos	200 - 500 & above	14	15.00 -22.00 (plus 20% expenditure on Publicity, Inaugural and Webinar sessions)

(b) TA/DA& Freight: To be paid to the participants of NHE/SHE/DHE/BSM/RBSM/Craft Melas, and other marketing expos/events etc.

Financial assistance for outside participants:

- (i) @ Rs. 4,000/- for TA
- (ii) @ Rs. 2,000/- for freight
- (iii) DA @ Rs.800/- in Delhi & NCR, Mumbai, Kolkata, Chennai, Ahmedabad, Pune, Hyderabad & Bangalore; and Rs.500/- in other cities per day per participant, for participation in various handloom marketing expos/events.

DA will be admissible for entire period of the marketing expos/events plus two days (one day prior to commencement and one day after concluding of an event).

For local participants: The total entitlement under various heads combining TA/DA and freight etc. in respect to the local participants (coming from within the city limits where expo is conducted) will be limited to Rs.2,000/-.

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 Chairman/CEO/Chairman/MD/HoO appointed by the State Govt. can submit their proposals directly to DC (HL) under intimation to their State Directorates.
- Also, Central/National Level organization viz. WSCs, NIFT, NHDC, HEPC, CCIC, CSB, NEHHDC etc., can submit their proposals directly to DC (HL).
- Up to 50% 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

DC (HL) directly to IA on submission of the application through My Handloom Portal (<https://myhandlooms.gov.in>)/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 will be released as advance.

Allotment of Stalls:

- In a reciprocal arrangement, upto 20% stalls will be reserved for handicrafts artisans in domestic expos organized by O/o DC (HL) viz. NHE, SHE & DHE and upto 20% stalls will be reserved for handloom weavers in the expos organised by the O/o DC (Handicrafts).
- All the expenses such as freight charges, TA/DA to the participants including expenses on organizing expo would be borne by the organizing Department (Handloom/Handicraft) as per their respective scheme guidelines.
- Handloom stalls will be allotted to handloom agencies which are in possession of or applied for Handloom Mark/India Handloom Brand registration. Such agencies would include cooperative societies, Producer Companies, SHGs, JLGs, federations, corporations, apex societies etc.
- While allotting the stalls, the specifications of products along with name of Handloom Pocket must be clearly indicated. Endeavour should be to promote greater variety and niche handloom products of different regions/States.
- Selection of participants and allotment of stalls will 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, NEHHDC 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. Also, various handloom pockets of the area should be given adequate participation in the expo based on number of applications received.
- If sufficient number of entries are not received from the any region including the host region, vacant stalls would be allotted to other regions, and vice versa, in accordance with number of applications received from each region by computerized draw or open lottery.
- Along with East, West, North and South, North-East will be considered a separate region for the purpose of allotment.
- One (1) stall will be reserved exclusively for promotion of 'India Handloom' brand (IHB), Handloom Mark (HLM), GI handloom products, languishing/extinct crafts and schemes

for handloom.

- Three (3) to four (4) food stalls in NHE & SHE and two (2) food stalls in DHE will be reserved to attract footfalls.

The committee, while making allotments, will seek an optimum balance between local and outside participation based on following indicators:

- The local handloom entities generally have enough exposure to the local market, and sales opportunity for local products in the local markets is not very encouraging.
- Too much of local participation limits the opportunities for outside handloom entities to enter new areas.
- Participation from other States needs to be given a boost to bring variety to the expos, and increase footfalls.
- The marketing expos need to promote inter-State sales of handloom products, and expose handloom entities to markets of other States.
- Niche Handloom products will get a boost from inter-State sales of Handloom products in the expos.

Note: No subletting of stalls is permissible under any circumstances. Strict and regular surprise checks will be conducted to ensure the same.

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 other unfair practices.
- IA should endeavour that purchases by the customers be facilitated by a UPI enabled digital wallet such as Paytm, PhonePe, GPay or any other suitable service/platform, or Point of Sale (POS) facilitation, to minimize the use of cash.
- The IA would ensure that a record of agency-wise daily sales figures is maintained.
- As far as possible, the NHE/SHE/DHE would 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 meet 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 a 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 & the State Govt.

Publicity:

- Promotional materials to be finalized by the IA in consultation with the concerned WSC. Cost for the same to be met out from the publicity expenses.

- Publicity through newspapers is mandatory for each expo. Besides other modes of publicity viz. hoardings, brochures, standees, banners etc. FM, audio/video in electronic/social media should be effectively used to popularize the events.
- 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 - "Gandhi Bunkar Mela", State Handloom Expo - "Hathkargha" & District Handloom Expo - "Tana-Bana" 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.

B.1.(i)(a) National Handloom Expo (NHE) – "Gandhi Bunkar Mela"

- **Venue:** Delhi & NCR, Mumbai, Chennai, Kolkata, Ahmedabad, Surat, Bangalore, Hyderabad, Pune, Nagpur, Varanasi, Kanpur, Guwahati or any other city having substantial Handloom presence or city having population above 25 lakhs.
- In NHE, preferably, Handloom products of minimum 10 States/UTs will be represented and out of total stalls, 30 stalls will be reserved for the host region, remaining 50 from amongst other four regions, North-East being a separate region.
- If sufficient number of entries are not received from the any region including the host region, vacant stalls would be allotted to other regions, and vice versa, in accordance with number of applications received from each region by computerized draw or open lottery.

Funding pattern:

S.No.	Type of assistance	Amount (Rs. in lakh)
1	Stall rent, infrastructure, Theme pavilion, display articles at the theme pavilion, Electricity Charges etc	20.03
2.	Backup services & Administrative Expenses	6.00
3.	Publicity expenses	5.50
4.	TA/DA + Freight charges to participants	Max. up to 12.16
	Total Project Cost	43.69
5.	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) – "Hathkargha"

- Venue: All the cities covered for conducting NHE and all States capital, cities having Urban Haats or cities having population above 5 lakh (2 lakh in case of NER cities).
- out of total stalls, preferably, 40 stalls to be reserved for the host state, 20 from outside the host State.
- If sufficient number of entries are not received from the any region including the host region, vacant stalls would be allotted to other regions, and vice versa, in accordance with number of applications received from each region by computerized draw or open lottery.

Funding pattern:

S.No.	Type of Assistance	Amount (Rs. in lakh)
1	Stall rent/infrastructure, Theme Pavilion, display articles at Theme Pavillion, Electricity charges etc.	13.00
2	Back up Services & Administrative Expenses	4.00
3	Publicity	3.00
4	TA/DA + Freight charges to participants	Max. up to 9.12
	Total Project Cost	29.12
5	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 arranged by concerned WSC/NIFT/any other suitable agency.

B.1.(i)(c) District Handloom Expo (DHE) – “Tana-Bana”

- **Venue:** small cities and Handloom Pockets/Clusters, areas in Himalayan regions/NER. It may be organized in other places also based on need/occasion.
- While preferring DHEs for small cities, it can also be organized across the country coinciding with regional festivals of the region like Durga Puja, Dussehra, Makar Sankranti, or on some special occasions to boost sale of handloom products.
- In respect of DHEs, preferably, participation from across the State should be encouraged, rather than limiting it to the district alone. Efforts should be made to bring participation from outside the State as well.

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/final 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%	50% of advance amount already released for the expo will be recovered from IA and 2 nd installment/full & final payment will not be considered.

Monitoring:

- Primary responsibility to organize NHEs/SHEs/DHEs as per the scheme would be that of the IA.
- Director of Handlooms of the State should nominate officers to see proper organization of the 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 get the inspection done.

Submission of final claim:

For submission of final report and accounts for settlement, the following documents along with a certificate in the prescribed proforma must be sent to Office of the DC (HL) within four 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/videos of expos for its main gate covering stalls, inauguration/closing occasion, stalls, footfalls coverage, cultural events etc.
7. List of participants along with details of TA/DA & Freight charges duly paid through DBT mode.
8. In case of centralized collection of sale proceeds using POS, copy of verified bank statement showing the transfer of sale proceeds to the stall allottees with name of the account, account no. and UTR nos. will be shared with the stall allottee.

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

S. No.	Craft Mela	Location	IA / Designated Agency
1	Surajkund Mela	Surajkund, Haryana	Surajkund Mela Auth., Govt. of Haryana
2	Taj Mahotsav	Agra, UP	Govt. of Uttar Pradesh.
3	Shilpagram	Udaipur, Rajasthan	Govt. of Rajasthan
4	Shilparamam	Hyderabad	Govt. of Telangana
5	Shilparamam	Vishakahpattanam	Govt. of Andhra Pradesh.
6	Toshali (Zonal Craft Mela)	Bhubaneshwar	Govt. of Odisha
	Any other/new Craft melas may 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 application will be invited online through My Handloom Portal (<https://myhandlooms.gov.in>), as per prescribed eligibilities therein.
- For participation in all crafts melas except Surajkund crafts mela, the stalls will be allotted to the handloom awardees, and handloom agencies with HLM/IHB registration. Such handloom agencies would include cooperative societies, Producer Companies, SHGs, JLGs, federations etc.
- 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 and State awardees in that respective order of preference.
- From amongst the applications received online, Selection of participants will be done through a computerized draw or open lottery amongst eligible applicants, as per guidelines.

Procedure for selection of participants:

- While recommending the names of the Weavers/handloom agencies for participation in craft melas, the concerned authority i.e. WSC/State Govt. to verify:
 - that the names, addresses, disciplines mentioned in their application by the craftsmen/Weavers are bona-fide; and
 - that the nominees are genuine weavers and not traders/middlemen.
- Weavers/Handloom agencies will submit their applications in the online mode through My Handloom Portal (<https://myhandlooms.gov.in>) for participation in various craft melas against advertisement issued by office of DC(HL). WSCs/State Directorates of Handlooms to facilitate the process.
- WSCs will scrutinize the applications for eligibility and forward the shortlist online to the DC (HL) HQ, which will select the participants through a computerized draw or open lottery and publish the list on handloom website of NIC.
- 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 debarred from participation in future programmes.
- Allotments, must be made through a computerized draw or open lottery to ensure adequate variety and representation of weaving techniques from different parts of the country. Weavers representing similar craft from the same State should be avoided.
- Languishing and extinct crafts should be given preference, subject to other norms of participation, including participation frequency.
- 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. Each product will have either HLM or IHB label fixed on the product including the price tag.

Final report:

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

B.1.(iii) Dilli Haat Exhibits at INA, New Delhi

B.1.(iii)(a) Master Creation Programme

- Special Programme organized every year by Office of the DC (HL) at Dilli Haat, INA, New Delhi.
- Participants: Sant Kabir, National Awardees/National Handloom Awardees and National Merit Certificate holders.
- The application will be invited online through My Handloom Portal (<https://myhandlooms.gov.in>).
- Selection of participants would be done in order of preference to Sant Kabir Awardees, National Handloom Awardees and National Merit Certificate holders through a computerized draw or open lottery.

Financial Assistance:

- Up to Rs.15.00 lakh for space rent/infrastructure/publicity/incidental activities.
- Re-imbursement of freight charges & TA/DA to participants – as applicable in para B1.(i)(b).

Release of funds:

100% advance will be released to the IA.

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

- The Office of DC (HL) has 46 nos. of stalls in Dilli Haat, Oppt. INA Market for allotment to the handloom entities. The haat is managed by the Delhi Tourism.
- Handloom stalls will be allotted to the handloom agencies with Handloom Mark/India Handloom Brand registration. Such agencies would include cooperative societies, Producer Companies, SHGs, JLGs, federations, corporations, apex societies etc.
- Handloom agencies whose applications for registration are under consideration for HLM/IHB would also be considered for participation in expos/events.

Procedure for selection of participants:

- While recommending the names of the handloom agencies for participation in Dilli Haat, the concerned authority i.e. WSC/State Govt. to verify:
 - that the names, addresses, disciplines mentioned in their application by the craftsmen/Weavers are bona-fide; and
 - that the nominees are genuine weavers and not traders/middlemen.
- Handloom entities will submit their applications in the online mode through My Handloom Portal (<https://myhandlooms.gov.in>) for participation in Dilli Haat against advertisement issued by office of DC(HL). WSCs/State Directorates of Handlooms to facilitate the process.
- WSCs will scrutinize the applications for eligibility and forward the shortlist online to the DC (HL) HQ, which will select the participants through a computerized draw or open lottery and publish the list on handloom website of NIC by a committee constituted for the purpose.
- All the handloom agencies weavers selected for participation in Dilli Haat 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 Handloom entities should sell only those handloom items, which have been indicated in the bio-data as being produced by them. The defaulting handloom agencies will be dealt with sternly and debarred from participation in future programmes.
- Allotments, must be made through a computerized draw or open lottery to ensure adequate variety and representation of weaving techniques from different parts of the country. Weavers representing similar craft from the same State should be avoided.
- Languishing and extinct crafts should be given preference, subject to other norms of participation, including participation frequency.
- The recommending authority (Officer not below the rank of Assistant Director) should take an undertaking from the handloom agency and certify the same in prescribed format {Annexure – B5}.

B.1.(iv) Brand Building

B.1.(iv) (a) Promotion of Handloom as a Mega Brand

The following activities would be undertaken for promotion of Handloom as a Mega Brand:

- 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
- Any other suitable events

Special joint event of Handlooms & Handicrafts will be promoted under a common brand name "Viraasat" for synergy, by organizing Mega marketing and promotion events across the country to support weavers, artisans, manufactures and exporters to promote their products and create long term sustainable demand. The event shall have the focus on craft, food, cuisine and mix of activities.

Financial Assistance:

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

B.1.(iv)(b) '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. Registered holders are issued IHB labels for the products registered.

Promotion of IHB: IHB shall be promoted by organizing awareness programmes, events etc.

Financial Assistance:

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

B.1.(iv)(c) 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, Producer Companies, PCs JLG, Federations etc.

Financial Assistance:

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

B.1.(iv)(d) 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.

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.
- DC (HL) will decide and approve the financial assistance 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.

Financial assistance:

For organization of function to celebrate the day and to undertake various activities such as Thematic display of handloom products, exclusive exhibition cum sales, 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 the 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.

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

This includes publicity and promotional measures (O/o Development Commissioner (Handlooms) alone as well as in collaboration with O/o Development Commissioner (Handicrafts)) viz. Expos, Thematic display cum sales, exclusive exhibition cum sales, Road shows, Live demos, Seminars and Workshops, BSM, RBSM, Textiles India Fair, Technology Exhibition, Fashion shows, Weavers Chaupals, Hastkala Sahyog Shivirs (HSS), Paryatan parv, Bharat parv, Hunar Haat, 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.

Note: Up to 20% of the stalls for the events organized by other Ministries/Departments viz. Bharat Parv & Paryatan Parv, Jharokha, Hunar Haat etc., may be sponsored by the O/o DCHL.

Financial Assistance

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

B1.(ix) Domestic Virtual Expos will be conducted on identical lines to that of international virtual expos as mentioned in para **B.2.1 (ii)**.

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, producer companies, handloom awardees, exporters, other talented weavers etc. who are producing exclusive exportable handloom products.

Components:

1. International Fairs & Exhibitions
2. Organisation of BSM/RBSM
3. Miscellaneous promotional events/activities

Note

- Annual marketing calendar for participation/organization of international marketing fairs/expos/misc. 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 50% 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 through My Handloom Portal (<https://myhandlooms.gov.in>)/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.

B.2.1 (i) International Fairs & Exhibitions (Physical mode): Minimum 20 participants.

- For B2B international fairs/exhibition, minimum participants would be 20 members exporters of HEPC/EPCs.
- The eligibility of member exporters in terms of their annual export turnover (handlooms only) for participation in international fairs and exhibitions will be reckoned as per the guidelines of Market Access Initiative Scheme of Department of Commerce.
- For B2C exhibition cum sales events, minimum participants would be 20 i.e. 15 members exporters of HEPC/EPCs and 05 non-member manufacturing handloom agencies/individual weavers
- Promising and upcoming non-member manufacturing handloom agencies will be given chance to participate in the event. 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.

- Non-member manufacturing handloom agencies including individual weavers having export potential will be taken for participation. A committee comprising of Zonal Directors will finalize such list and provide directly to the IAs who will include name of their member exporters and obtain final approval from the O/o DCHL in advance.
- Implementing agency shall mandatory carry out briefing to non-member manufacturing handloom agencies/individual weavers before the event and de-briefing after the event in consultation with the concerned WSC and submit a report to the HQ immediately after the event is over and along with re-imburement claims.

Funding pattern (Physical Mode):

- **Space rent:**
 - Maximum of Rs.60.00 lakh for space rent, stall decoration/construction, maintenance including administrative expenses, etc.
 - Space rent being a fixed cost, will not be linked to number of participants.
 - 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 GoI 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 organizing agency.
- 100% grant will be provided to non-member manufacturing handloom agencies/individual weavers and for the official (s) of HEPC, NHDC, EPCH etc. for travel, DA, accommodation only 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, handloom member exporters of HEPC/EPCs, promising and upcoming non-member manufacturing handloom agencies 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
2.	Publicity expenses through print/electronic media, E-Catalogue/e-brochure/web-banners & Other Material	Maximum of 20% of expenditure at sl. no. 01.	
3.	TA/DA & freight	No TA/DA & freight, it being a virtual event	
4.	Misc. such as Inaugural & Webinar session, Translation & Interpretation, Exhibitors on boarding/ Training and administrative expenses etc.	Maximum of 20% of expenditure at S. no. 01.	

B.2.1 (iii) Big Ticket events**Salient features:**

- To facilitate handloom member exporters, promising and upcoming non-member manufacturing handloom agencies and individual weavers, handloom awardees, exporting weavers, IHB holders 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/exporter weavers/awardees/IHB holders, 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

B.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, Study tour (Domestic/International), 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).

Submission of final claim:

For submission of final report and accounts for settlement, the following documents must be sent to Office of the DC (HL) within four 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 of events/fairs.
4. Inspection report of Weavers' Service Centre (if organized within India).
5. Publicity materials- proof of advertisement in newspaper, brochures, hoardings, audio-video, FM, social media etc.
6. Photographs/videos of events/fairs.
7. List of participants.
8. Details of TA/DA & Freight charges, boarding passes, etc.

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.

Location:

- Strategic locations in urban area within 8 km of the City Centre should be developed as Urban Haat providing the suitable ambience, with green belts in and around, with sufficient open space.
- The area of the Haat may vary depending upon availability of land, which preferably should not be 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 be 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 shops and movement of public.
- The haat design should envisage the shops/stalls on platforms, with adequate storage and display space.
- 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 stalls 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 to the O/o DCHL/DCHC with the recommendation of State Level Project Committee (SLPC) along with its minutes. The proposal shall be prepared by Implementing Agency clearly indicating the project deliverables, sustainability plan & action plan to run the facilities' created after project completion. Proposal should be recommended by SLPC headed by Commissioner/Director of Handlooms & Textiles of State Government concerned. Proposal should have supported with prior recommendation of Technical Committee and sustainability plan before putting up for PRC.

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.
6. Sustainability plan to the run the Haat.

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

Technical Committee:

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

1. Zonal Director WSC & Regional Director HSC concerned – Chairman
2. Representative of Director, NIFT concerned
3. Representative of State Director of Handlooms concerned
4. Representative of State Sericulture Department/CSB concerned
5. Head of Office of WSC & HSC concerned
6. Special invitee/s, if any (project related)

The committee shall examine the proposal considering intervention-wise requirement, utilization of existing infrastructure in the area, feasibility, financial requirement, deliverables, sustainability, action plan to run the project after completion etc. If any discrepancy, the committee shall intimate to State/UT Govt/IA concerned for necessary amendment in project proposal. The State Government shall submit revised proposal to TC for their final recommendation.

The committee shall submit its final recommendation along with minutes to O/o DC (HL) within 30 days of receipt of the proposal.

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 specifying quantified deliverables.

B.4. Marketing Incentive (MI)

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

Conditions and procedure for claiming MI:

- The MI would be attracted only on the sale of handloom products using HLM/IHB.
- MI will 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 ensured 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 is not to be included.
 - To avoid duplication, sales of handloom products by the PHWCS/any other Handloom Agency to Apex Societies, Federations, PCs, Corporations is to be 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 would be separately eligible for claiming MI on their sales after procurement from primaries.

- The sale by any of the handloom agencies to the Government departments/agencies is to be excluded.
- The sale made under barter system by handloom agencies is to be 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 forward the MI claim to GOI along with details of release of its matching share (5%). In the cases where State Govt. may not have released its share due to budgetary constraints etc., GOI share of 5% for a particular year may be released if the State Government has released its share up-to the previous claim.
- 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 **(Annexure - B8)**.
- National level Handloom Organizations will submit their claims directly to the Office of DC (HL) in the prescribed proforma **(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 prescribed **(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 prescribed proforma **(Annexure - B10)**.
- Also, in the 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. Need based Special Infrastructure Projects

C.1 Objective

Need based Financial assistance up to Rs.12.00 crore (GoI share) is provided 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. Funding Pattern

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

General States – GoI: State Govt./IA - 80:20

NER States, Himachal Pradesh, Uttarakhand, – GoI: State Govt./IA - 90:10

UTs of Jammu, 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 GoI.

C.3. Special Infrastructure 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 Village

Craft Handloom Village is to be set-up in the vicinity/enroute major tourist circuit(s). For setting-up of the same, implementing agency needs to submit sustainability plan along with the proposal seeking grant from GoI. The plan must clearly indicate steps in project initiation to handover of the Craft Handloom Village to State Department concerned or Special Purpose Vehicle (SPV) to manage and run the affairs of the village in long term. The components/activities for Craft Handloom Villages to be selected from the following as per need of the respective Craft Handloom Villages:

- Entry Gates

- Publicity, Signage and Hoarding at airport/highways/identified tourist place
 - Improvement of weaver houses, White Washing and wall painting
 - Construction / improvement of approach Road of the proposed Handloom Village
 - Beautification of Lawn with site development
 - Drainage & drain cover, Path Paver
 - Paver, pathways, Landscape
 - Setting up of Cafeteria
 - Setting up of infrastructure for pre-loom, on-loom and post-loom activities
 - Construction of Display-cum-sales counter
 - Weaver workshed (individual)
 - Common work shed
 - Installation of benches & Dustbins
 - Horticulture and tree plantation
 - Drain and drain cover
 - Distribution of loom & accessories and Warping M/c
 - Need based Skill up-gradation of weavers in weaving, Dyeing & Design etc. disciplines.
 - Installation of Solar light in weavers' houses,
 - Weavers' Cluster exposure visits
 - CATD System, Display area, Looms and Design Studio, computerized punching card machines
 - Miscellaneous and contingency expenditure
 - Need based other additional components/interventions may be included as per recommendation of Technical Committee/Project Recommending Committee/PAMC.
- iv. E-commerce initiatives
- v. Projects for Exportable products and International Marketing thereof
- vi. Formation and handholding of Producer Companies (PCs):
- Producer Company has to submit sustainability plan along with the proposal seeking grant from GoI.
 - PCs in Handloom Sector will be provided one-time financial assistance up to Rs 0.50 lakh for meeting administrative & incidental expenditure involved in its registration, up-to Rs 10 lakh towards working capital and up-to Rs 2 lakh for setting up of office. Proposal for working capital & setting of the office should have the recommendation of the Technical Committee before submitting the proposal to O/o DCHL.
- 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. Dye House with ETP
- vii. Setting up of infrastructure for pre-loom, on-loom and post-loom activities

Note: For convergence across the Ministries and to avoid duplication, financial assistance for only CFC based hard interventions is discontinued under NHDP and to be provided under SFURTI scheme of Ministry of MSME. However, soft interventions like marketing support, product & design development, capacity building etc. if required in SFURTI supported clusters would be provided under NHDP. All interventions except CFC, will continue under NHDP.

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.4 Procedure for submission & approval of Projects

DPR of project shall be prepared by Implementing Agency clearly indicating the project deliverables, sustainability plan & action plan to run the facilities' created after project completion. DPR should be recommended by State Level Project Committee (SLPC) headed by Commissioner/Director of Handlooms & Textiles of State Government concerned and the same will be submitted to the office of Development Commissioner (Handlooms)) along with the Minutes of SLPC. Proposal should have supported with prior recommendation of Technical Committee and sustainability plan before putting up for PRC.

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 (TC) 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 examine the proposal considering intervention-wise requirement, utilization of existing infrastructure in the area, feasibility, financial requirement, deliverables, sustainability, action plan to run the project after completion etc. If any discrepancy, the committee shall intimate to State/UT Govt/IA concerned for necessary amendment in project proposal. The State Government shall submit revised proposal to TC for their final recommendation.

The committee shall submit its final recommendation along with minutes to the O/o DC (HL) within 30 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) DS/Director, Ministry of MSME
- i) 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.5 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.6 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).

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 eligible handloom organizations only. 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 disbursement.

E.3.3 Credit Guarantee

- (i) The loans extended to the eligible handloom organizations 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.
- (ii) If loan amount sanctioned is Rs.1.00 crore, handloom organization is eligible for getting maximum margin money assistance of Rs.20.00 lakh (margin money @Rs.2.00 lakh for every handloom weaver/worker). Therefore, credit guarantee would be covered on the loan amount disbursed upto Rs.1.00 Crore.

- (iii) The credit guarantee fee on loan amount disbursed would be borne by GoI for a period of 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

- (i) 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:
- Pehchan 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.
- (ii) Loan sanction letter will be issued by the bank to the applicant within one (1) month of the application date.
- (iii) Loans will be provided to all eligible handloom beneficiaries for 3 years.
- (iv) Individual handloom weaver who have availed loan upto issuance date of guidelines will be eligible for getting benefits of interest subsidy and credit guarantee fee upto 3 years from the date of first disbursement of loan amount. These benefits will be discontinued thereafter for sanctioning fresh loan to individual weavers.
- (v) Loan extended by banks upto Rs.10.00 lakh will be covered under MUDRA and loan above Rs.10.00 lakh will be covered under Concessional Credit.
- (vi) Individual weaver who have already availed margin money assistance will not be eligible for financial assistance in terms of margin money assistance, interest subvention and credit guarantee fee under the strength of Handloom Organization, SHGs etc.
- (vii) Margin money assistance to Handloom Organization will be provided on pro-rata basis. Lower side of margin money assistance i.e. @Rs.2.00 lakh for every 100 weavers/workers or @20% of loan amount sanctioned subject to maximum of Rs.20.00 lakh, whichever is less will be considered.
- (viii) Handloom organization is required to approach the participating banks along with required documents etc. for availing loan benefits under the scheme.
- (ix) Participating Banks will sanction loan to the Handloom Organizations and have to lodge claims for disbursement of margin money assistance, interest subvention and credit guarantee fee through Handloom Weaver MUDRA Portal.
- (x) Margin money assistance will be transferred directly to loan account of Handloom Organization while interest subsidy and credit guarantee fee will be transferred to the concerned bank.
- (xi) Fresh loan may be sanctioned after one year of re-payment of previous mudra loan to the handloom beneficiaries who availed loan in the past and have re-paid. Margin money will be available to all the beneficiaries, while interest subsidy and credit guarantee fee will be available to only Handloom Organizations.

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 as an advance will be placed in the bank account of Sub Agency i.e. National Handloom Development Corporation (NHDC) Ltd. under Central Nodal Agency (CNA) for onward transferring the funds into dedicated account of Punjab National Bank for settling the claims received from participating banks. Subsequent funds will be released by O/o DC (HL) on receipt of Utilization Certificate (UC) of 70% of previous amount.

(iv) Participating banks will submit the claims through Handloom Weaver MUDRA Portal. Margin money assistance will be transferred directly to loan account of all beneficiaries, while interest subvention and credit guarantee fee will be transferred directly to the concerned bank only for handloom organizations through the portal.

E.7 Role of Punjab National Bank

- (i) 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.
- (ii) 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.
- (iii) 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.
- (iv) PNB shall seek clearance from the office of DC (Handlooms) before disbursing the margin money assistance to eligible Handloom Organizations through the portal.

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

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

- 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

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 & affordable Social Security and need based financial assistance 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/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 Competent Authority of State Govt. concerned.
3. Financial support as scholarship upto Rs.2.00 lakh per annum per child to handloom weavers/workers' children 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.436/- will be shared as under:

GoI share	Rs.198/-
State Govt./Beneficiary's share	Rs.238/-
Total Premium	Rs.436/-

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

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.20/- 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

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:-

GoI 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) Premium amount of PMJJBY & PMSBY shall be shared in the existing ratio (5:6) between Government of India (GoI) & State Government/ Beneficiary and same ratio shall be continued, as & when the premium amount is revised.
- (iii) Target for enrolment of handloom weavers/workers' under PMJJBY, PMSBY and converged MGBBY will be communicated to all State Governments/UTs, every year.
- (iv) 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.
- (v) On receipt of above, GoI share of premium will be sanctioned/released as an advance to State Government concerned for the policy year under the scheme.
- (vi) 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.
- (vii) The weaver/worker shall fill up the enrolment 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.

- (viii) On receipt of the above, the nodal agency shall scrutinize the application and forward the premium amount to the bank account of handloom weaver/worker or account of the concerned bank as decided by the State Govt. concerned in respect of PMJJBY & PMSBY and LIC in respect of converged MGBBY.
- (ix) In case, handloom weaver/worker is not in a position to contribute his/her share, State Government concerned may do so.

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 GoI 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, GoI 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

- (i) Nodal agency shall open a separate single bank account for deposit of advance of both GoI share of premium & State Government/Beneficiary share of premium.
- (ii) GoI share of premium along-with 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 along-with 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 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.2.8 Release of Funds

The Office of the DC (HL) will release 70% of GoI 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 GoI 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/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 Competent Authority of State Govt. concerned.
- (ii) This will be implemented through the WSC.
- (iii) Awardee handloom weaver/worker shall submit his/her application along-with complete correspondence address, weaver details, aadhar card, bank details, copy of award certificate, address proof, family details, date of birth certificate etc. to WSC concerned.
- (iv) Consolidated details etc. of Awardee handloom weaver/worker filled in Annexure-F2 format duly verified with original documents and his/her photo on the application form, Award Certificate and other relevant certificates/information etc. should be attested by the Head of Office, WSC for onward submission to this office within a month for sanction/release of funds as DBT.
- (v) Financial assistance shall be released to respective WSC for onward transmission directly in the bank account of concerned Awardee handloom weaver/worker as DBT within 15 days of the receipt of the funds by WSC concerned.
- (vi) Financial support to Awardee handloom weaver/worker shall be extended on year to year basis subject to submission of Income certificate duly attested by Competent Authority of State Govt. concerned, during his life time.
- (vii) Assistance from the Government may be provided either in the form of monthly allowance or lump-sum grant or both.
- (viii) Awardee handloom weaver/worker shall submit an undertaking regarding non-receipt of similar financial assistance from any other source to the concerned WSC.
- (ix) Awardee handloom weaver/worker shall be eligible for getting need based financial assistance from the date of recommendation of WSC concerned.

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, admission fee, examination fee, other annual fee/ charges 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) Consolidated details including admission letter, tuition fee receipt, weaver/worker Pehchan card, bank details etc. of handloom weavers/workers filled in Annexure-F3 along with his/her attested photo on the application form should be verified/attested with original

documents by the concerned WSC for onward submission to concerned Zonal Office with their recommendation.

- (iv) Concerned WSC shall submit the complete proposal along with relevant documents in prescribed format to concerned Zonal Office within stipulated time. Concerned Zonal Office shall scrutinize the proposal and send requirement of funds along with Annexure-F3 format and relevant details in prescribed format to this office (Hqr.) within a month for sanction/release of funds by DC (HL).
- (v) Funds shall be released to concerned zonal office for onward transmission of the fund directly into the bank account of concerned handloom weaver/worker or his/her children as 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 along with the copy of the mark sheet for the passing out of annual exam and admission proof of next academic session from the institution concerned.
- (vii) Handloom weaver/worker or his/her children shall submit an undertaking regarding non-receipt of similar financial assistance from any other source to the concerned WSC.

F.5 Publicity and Awareness

- (i) Weavers/workers mobilized during individual benefit interventions like HSS, Skill up-gradation training will be made aware about the 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 scheme benefits.
- (viii) Synergy would be developed in efforts of Ministry of Textiles and Department of Financial Services for enrolling the handloom weavers/workers.
- (ix) Local Public Representative (MPs/MLAs/MLCs etc.) should be invited in awareness camps/chaupals for their affirmative impact on the handloom workers.

F.6 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.

PROFORMA FOR BASELINE SURVEY

1. Name of IA
2. Registration No..
(In case of NGO, Registration no. on Darpan Portal of NITI Aayog 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
							Cooperative/ SHG/ NGO/ Master Weaver/Producers co./any other	Independent							
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16

(Signature)
Authorized Signatory of Implementing Agency

Countersigned (Signature)
State Director In-charge of Handlooms

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	<table border="1"> <thead> <tr> <th>Category</th><th>Men</th><th>Women</th><th>Transgender</th><th>Total</th></tr> </thead> <tbody> <tr><td>General</td><td></td><td></td><td></td><td></td></tr> <tr><td>SC</td><td></td><td></td><td></td><td></td></tr> <tr><td>ST</td><td></td><td></td><td></td><td></td></tr> <tr><td>Differently-abled</td><td></td><td></td><td></td><td></td></tr> <tr><td>OBC</td><td></td><td></td><td></td><td></td></tr> <tr><td>Minority</td><td></td><td></td><td></td><td></td></tr> <tr><td>Total</td><td></td><td></td><td></td><td></td></tr> </tbody> </table>				Category	Men	Women	Transgender	Total	General					SC					ST					Differently-abled					OBC					Minority					Total				
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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 organization?	Number of weavers outside the fold of any formal 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 installment
			GoI 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 GoI 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					
	SC/ST/Women/Transgender /differently-abled (100% by GoI)					
	Others (75% by GoI 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)
State Director In-charge of Handlooms

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 /State Govt./Govt. Undertaking/Cooperative/private/Producer Company/ 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. Beneficiary has not availed similar financial assistance for same purpose from Govt./Non-government organization and there will be no duplication of efforts on part of GoI.

(Signature)

Authorized Signatory of Implementing Agency

Countersigned (Signature)

State Director In-charge of Handlooms

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 with official stamp)
State 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 atleast 60 marks, out of total 100 marks shall only be considered.

PROFORMA FOR SUBMITTING PROPOSALS FOR SEEKING FINANCIAL ASSISTANCE FOR INDIVIDUAL INTERVENTIONS IN HANDLOOM POCKETS OTHER THAN ASSISTED CLUSTERS

S.N	Parameters	Details																																												
1.	Name of State																																													
2.	Name of Handloom pocket																																													
3.	Name of IA (With full address)																																													
4.	Status of Organization (Central /State Govt.)																																													
5.	Name & Designation of Office bearers with Mob. No. and e-mail (mandatory)																																													
6.	PAN/TAN No.																																													
7.	GST No.																																													
8.	Bank Account details (Name of Bank, Branch address, Account No., IFSC code etc.)																																													
9.	Number of weavers in handloom pocket	<table border="1"> <thead> <tr> <th>Category</th><th>Men</th><th>Women</th><th>Trans-gender</th><th>Total</th></tr> </thead> <tbody> <tr> <td>General</td><td></td><td></td><td></td><td></td></tr> <tr> <td>SC</td><td></td><td></td><td></td><td></td></tr> <tr> <td>ST</td><td></td><td></td><td></td><td></td></tr> <tr> <td>Differently abled</td><td></td><td></td><td></td><td></td></tr> <tr> <td>OBC</td><td></td><td></td><td></td><td></td></tr> <tr> <td>Minority</td><td></td><td></td><td></td><td></td></tr> <tr> <td>Total</td><td></td><td></td><td></td><td></td></tr> </tbody> </table>	Category	Men	Women	Trans-gender	Total	General					SC					ST					Differently abled					OBC					Minority					Total								
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Total																																														

(Rs. in lakh)						
S. No	Name of the component	No. of Weavers to be covered	Amount			funds required
			GoI share	Ben. Share	Total	
1	2	3	4	5	6	7
1.	Engaging Designer					
2.	Product development					
3.	Individual Intervention					
i.	HSS items					
ii.	Lighting Unit					
iii	Construction of Individual Worksheds					
	SC/ST/Women/Transgender/BPL/differently abled (100% by GoI)					
	Others (75% by GoI and 25% by beneficiary)					
iv	Solar Lighting System					
	Total					

- 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 **as per Annexure-A7(I)**
- The beneficiary has not availed of similar assistance under any other scheme of the State or the Central Government.
- 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)
- There is no reason to believe that IA is involved in corrupt practice.
- 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 Ministry of Textiles or any Department in the Ministry of Textiles.
- 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.
- Certified that the title of land is in the name of the weaver or his spouse for construction of individual workshed.

(Signature with official stamp)

State Director In-charge of Handlooms concerned /Officer In-charge, Weavers' Service Centre Concerned

Name of State.....Name of WSC.....
 Name of Handloom cluster/pocket.....

1. **Consolidated list - details for HSS items (looms/accessories etc.), lighting units and worksheds**

(In Rs.)

Name of Item	Total number of item	Total number of benf.						Rate per item	Total cost	GoI share	Benf. share
		Male	Female	Trans-gender	SC	ST	Others				
HSS											
Lighting Units											
Construction of Worksheds											
Total											

(Signature with official stamp)
 Officer In-charge, WSC/
 State Director In-charge of Handlooms

2. **Item-wise list of beneficiaries for (upgraded looms/accessories etc.), lighting units and individual worksheds duly signed by members of local Committee**

A. **List of beneficiaries for HSS Items (looms/accessories/jacquard/dobby etc.)**

(In Rs.)

S.N.	Name of beneficiary	Father's Name	Gender (male/female/transgender)	Category (SC/ST/Others)	Aadhar No.	Mobile No.	Name of HSS Item	Rate per item	Total cost	GoI Share	Benf. Share
1											
2											
Total											

B. **List of beneficiaries of Lighting Units**

(In Rs.)

S. No.	Name of beneficiary	Father's Name	Gender (male/female/transgender)	Category (SC/ST/Others)	Aadhar No.	Type of lighting unit	Rate per item	Total cost	GoI share	Benf. share
1										
2										
Total										

C. **List of beneficiaries for construction of Individual Worksheds**

(In Rs.)

S. No.	Name of beneficiary	Father's Name	Gender (Male/female/Transgender)	Category (SC/ST/BPL/Differently abled /Others)	Aadhar No.	Rate per item	Total cost	GoI share	Benf. share
1									
2									
Total									

(Signature with official stamp)
 State Director In-charge of Handlooms

(Signature with official stamp)
 Officer In-charge, WSC

Proforma for applying National Handloom Expo - “Gandhi Bunkar Mela”, State Handloom Expo - “Hathkargha” & District Handloom Expo - “Tana-Bana”, 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	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/Chairman/MD/
CEO/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 weaver 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. States 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

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

With Seal

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)

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 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/in a CD.

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

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