

No. 15/1/2011/DCH/P&E
Government of India
Ministry of Textiles
Office of the Development Commissioner for Handlooms.

Udyog Bhawan, New Delhi
Dated: 14th March, 2012

1. Commissioners/Directors Incharge of all States
2. State Handloom Apex/Corporations/Federation of all States
3. EDI, Ahmedabad
4. All Cluster Development Executives
5. Managing Director, National Handloom Development Corporation Ltd., Lucknow
6. Secretary, Association of Corporations and Apex Societies of Handlooms(ACASH), Pragati Maidan, New Delhi

Sir,

Subject: Preference to Handloom Mark Users

Textiles Committee, a statutory body constituted under an Act of Parliament in 1963 under Ministry of Textiles, Government of India has been engaged as the Implementing Agency (IA) for the aforesaid Scheme.

The Scheme was launched by Hon'ble Prime Minister of India on 28.06.2006. As on 31.1.2012, 8737 stakeholders have been registered under the scheme and about 2.41 crore handloom mark labels have been sold to them.

Handloom Mark has been introduced with a view to serve as a guarantee for the buyers that the product being purchased is genuinely a hand woven product and not powerloom or mill made product. Handloom Mark signifies the origin that the fabric or product bearing Handloom Mark is of genuine handloom origin. The individual weavers, master weavers, handloom retailers, primary and apex handloom societies, handloom corporations, merchant exporters and manufacturers exporters, Self Help Groups or any other legal entity or organization involved in Handloom activities and approved by Development Commissioner for Handlooms can register themselves as members of the Handloom Mark Scheme and avail of its benefits. By opting to become a member of the Scheme, the user will be able to participate in various exclusive promotional events organized for Handloom Mark registrants and will be able to procure a better price realization. Thus they will also be promoting a social cause as handwoven products are being made by the economically weaker sections of the society.

The details of the scheme and the progress etc. and the update on activities are also uploaded on the website of Development Commissioner (Handlooms) as well as are available on the

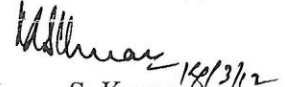
26/03/2012
TCE
218-TXT
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236-JC
28/3/12

exclusive website of Handloom mark i.e. www.handloommark.gov.in,
www.handlooms.nic.in.

In order to further promote and popularize Handloom Mark, it has been decided by the Competent Authority to give preference to the handloom organizations such as Primary Handloom Cooperative Societies/Apex/Corporations/Federations etc. (as per the guidelines of the Scheme) which are registered under the Handloom Mark Scheme for participation in all marketing events sponsored by Office of the Development Commissioner for Handlooms. The Handloom Cluster Agencies are requested to use Handloom Mark labels as the products produced & sold by them during these events to promote Handloom Mark.

In view of the above, all the State Directors Incharge of Chief Executives of Handloom Development Corporations/Apex Societies/Federations, NHDC, ACASH etc., are requested to give preference to those handloom agencies which are using Handloom Mark labels under the scheme for participation in the marketing events like National Handloom Expos, Special Handloom Expos, District Level Events, Craft melas etc. For further details kindly visit the website www.handloommark.gov.in or www.textilescommittee.gov.in.

Yours faithfully,



(Meenu S. Kumar)

Chief Enforcement Officer

Email: meenu.sk@nic.in

Phone: 23061976

Copy to:

1. Shri A.B. Joshi, Textile Commissioner, O/o Textiles Commissioner, Mumbai
2. Sh. B. Balamurugan, Member Secretary, Textiles Committee, Prabha Devi Chowk, Prabhadevi, Mumbai for information & publicize this promotional step widely and upload on all their websites.

Pl upload on TAC website.

JSP

For u.a. on abm p
22/3/12

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