

## **TEXTILES COMMITTEE**

P.BALU MARG, PRABHADEVI, MUMBAI-400 025  
TEL: 022+6652 7510,6652 7521 Fax:022+6652 7509,6652 7561  
Email: [secy@giasbm01.vsnl.net.in](mailto:secy@giasbm01.vsnl.net.in) , [tciso@vsnl.com](mailto:tciso@vsnl.com)  
Website: <http://www.textilescommittee.gov.in>

101(4)/2006-HLM-ADMN

01 March 2007

### **CIRCULAR**

Development Commissioner for Handlooms had convened meetings on 14 February 2007 to review the performance of various schemes being implemented by various implementing agencies. Handloom Mark Scheme was one among them. One of the meetings was attended by Chairman/Managing Director of the State Apex Societies. He elaborated that though total number of registered users crossed 1000, the majority of them are from suppliers'/manufacturers' category. Only a small percentage of retail outlets belonging to private retailers, co-op societies and state handloom emporia is covered under registration. These outlets are of utmost importance to reach out to the consumers who are looking for genuine handloom products and grow the business. Unless and until they are tapped and registered under the handloom mark scheme, the purpose of the scheme in promoting the brand as collective identity of the Indian handloom products would be defeated.

2. Lots of efforts are being taken to popularize the mark by using various media tools. Advertisements are being released in renowned magazines to educate the consumers and inspire them for purchase of such products. This would eventually benefit all the stakeholders of the handloom industry. If handloom products with mark are not available on the shelf, all efforts of advertising would be futile. It is therefore absolutely necessary to register as many outlets as possible within shortest possible time.

3. Further, he mentioned that to begin with the best option available is State Handloom Emporia who have over the years established creditworthiness among the elite class of domestic consumers as well as among the foreign consumers. Since these Apex Societies for handlooms are directly under the ambit of functions of O/o. DCHL, their credentials are well-established w.r.t. authenticity of the handloom products. Hence, the verification procedure would be simpler as compared to other retail outlets. To that extent, the procedures could be simplified and time could be saved.

4. He requested all Chairman/Managing Directors of State Apex Societies to initiate the process. A model case of CO-OPTEx, Govt. of Tamilnadu was discussed. It is the first Apex Society registered for handloom mark Scheme. They set a criterion that a product having price of Rs.100 and more would be affixed with the label. On registration, initially they centrally purchased One lakh labels and subsequently distributed among seven depots in their state. These depots are engaged in final inspection, finishing, packaging and distribution activities of the handloom products across the country through their retail outlets. This modus operandi was accepted by one and all present in the meeting and decided to replicate in their respective organization.

5. Based on discussion, Development Commissioner for Handlooms has issued following directions for fast track implementation of scheme among the Apex Societies:

| S. No. | Activity  |
|--------|---|
| 1      | Apex Societies will send application and a request for labels not exceeding 10,000 Nos. with payment of Rs.6000/- (label price @60 paise  |
| 2      | Considering the administrative procedure for approval of procedure, they would to be allowed without registration fee. The same can be recovered at later date after obtaining financial sanction from their concerned competent authority. |

|   |   |
|---|---|
| 3 | Upon receipt of application, the field offices of Textiles Committee shall process the application immediately and allot the registration number and labels.  |
| 4 | Apex societies shall distribute labels to their concerned depots or retail outlet and ensure that labels are affixed on products and made available on shelf.   |
| 5 | Field offices of Textiles Committee shall visit the retail outlets and verify that labeled products are available. If necessary, they would continue follow-up.   |
| 6 | Apex societies shall send a compliance report to O/o. DCHL and copy to respective field offices.  |
| 7 | Textiles Committee shall monitor progress and maintain a database of such retail outlets. This database shall be used for mentioning the names of retail outlets in the panel of hoarding so as to facilitate the potential consumer to reach specified outlet. |
| 8 | Textile Committee shall conduct on-site verification at later date.   |
| 9 | Activities mentioned at Sr.No.1 to 7 shall be completed on or before 15 March 2007  |

This is issued with the approval of the competent authority.

R.R.Gorakhia  
Director(TQM)

To,

1. All Regional offices of the Textiles Committee
2. All Apex societies & State Handloom Corporations.
3. All Commisioners/Directors of State Handloom Department
4. All Weavers' Service Centres.
5. All Indian Institutes of Handloom Technologies
6. Executive Director, HEPC