

## TEXTILES COMMITTEE

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### CIRCULAR

This is regarding Handloom Mark Scheme. Within six months, the scheme has shown good performance in terms of registration and consumption of labels. During this period, persistent requests were received from the handloom industry to reduce the price of the label. Considering the importance of traceability of the labels through unique code number, Textiles Committee (Implementing Agency) has put in extra efforts to scout more resources in supplying the labels to meet these criteria. The existing label manufacturers with available resources were not able to reduce the manufacturing cost due to this unique requirement. However, few label manufacturers have shown keen interest in developing labels. They did their own R&D and succeeded in developing alternate manufacturing processes for cost effective production of such labels.

2. It may be recalled that the Handloom Mark labels were introduced and sold at a price of Rs.1.25 each. In the first phase i.e. within three months, price was reduced by 32% and made available at a price of 85 paise each. In view of the above development, it is now possible to further reduce the price of the label by 25% and will be made available at a price of **60 paise each**. In nutshell, there is overall reduction of 52% in the price of label from the inception of the scheme.

3. In view of the forgoing, it has been decided to sell the labels to the registered users of the scheme at a price of **60 paise each** w.e.f. **1<sup>st</sup> March 2007**. All regional offices are hereby instructed to disseminate this information among the registered users of the scheme individually. Joint Directors are requested to monitor this activity and send compliance report to the undersigned on or before 28 February 2007.

R.R.Gorakhia  
Director(TQM)