

Handloom Mark



Handloom

The Assured Originality

Office of the Development Commissioner (Handlooms)
Ministry of Textiles, Government of India

Handloom Mark Scheme

Background

Handloom Textiles constitute a timeless facet of the rich cultural Heritage of India. As an economic activity, the handloom sector occupies a place second only to agriculture in providing livelihood to the people. It is estimated that handloom industry provides employment to 65 lakh workforce directly and indirectly and there are about 35 lakh looms spread all over India. The production of handloom fabric is estimated to be approximately 6188 million sq. mtrs. during 2005-06 and the contribution of handloom in total cloth/textile production comprising Handloom, Mill and Powerloom sectors during the year 2005-06 is estimated to about 16%.

It is expected that with increasing population and prosperity, the domestic and international market size will expand and per capita consumption will increase. The sector has an edge over the power loom and mill sectors in its ability to commercially produce the goods in small volumes, openness to innovations, quick switch over to the new designs, adaptability to suppliers' requirements and creation of exquisite designs.

The handloom sector faces many threats to its survival. While weaving on handlooms is predominantly on cotton, the future yarn consumption pattern is expected to be equitably shared between cotton and other fibres. With technological developments, the handloom products are being increasingly replicated on power looms at a much lower cost. While the Government's endeavor is to create conditions for the harmonious growth of the entire textile industry, at the same time it would also like to ensure that there is well defined and delineated areas for handlooms which is not unduly encroached by the power looms and mills.

The Office of the Development Commissioner Handlooms, Government of India has been implementing a number of developmental schemes and programs to protect the interest and welfare of the weaver. It is proposed to introduce the 'Handloom Mark Scheme' which will provide a collective identity to the handloom products and can be used not only for popularizing hand woven products but can also serve as a guarantee for the buyer that the product being purchased is genuinely hand woven. Besides, this would provide a distinctive name in identifying the product to the manufacturer. The Handloom Mark would, therefore, be a hallmark of powerful creative work that defines the product with clarity, distinguishes it from competitors and connects it with customers.

Handloom Mark

The creation of handloom mark was entrusted to the National Institute of Design, Ahmedabad. The form of the logo has been derived from the interlocking of the warp and the weft. These threads stand for the collaboration of institutes giving their inputs and the artisans giving their skills. The interaction between them is leading to a network. The warp and weft have been moulded to form a three dimensional cube.

The mark is in two forms. One for Domestic use: the word **Handloom** is written beneath the logo and the other for international marketing: same logo with the word **hand woven in India** written beneath it.



Key measures supporting the scheme:

The annual supplement to Foreign Trade Policy 2004-7 announced on 7th April 2006 states "The Scheme provides duty credit facility @ 2.5% of the FOB value of exports up to 50% of the export turnover of notified products such as value added fish & leather products, stationary goods, fireworks, sports goods, **Handloom product** and **Handloom Mark** and Handicraft items."

Description of Handloom Mark

- Application has been made for the registration of Certification Trade Mark under the Trade Marks Act, 1999 as well as for Copyright under the Copyright Act, 1957.
- Each label is coded on its backside for easy identification/classification. E.g. **DF** followed by coded number for fabric for domestic sale, **DM** followed by coded number for made-up and garments for domestic sale; **EF** followed by coded number for fabric for export and **EM** followed by coded number for made-ups and garments for export.

DOMESTIC- FABRIC	DOMESTIC Made-Up Garments	Export - Fabric	Export Made-Up Garment
 Handloom	 Handloom	 hand woven IN INDIA	 hand woven IN INDIA
DF XXXX100001-S	DM XXXX100001-S	EF XXXX100001-S	EM XXXX100001-S





Method of fixing labels:

- One label will be affixed on each made-up item and each garment produced from hand woven fabric. The user can have option of either affixing the label by tag gun or stitching.
- In case of hand woven fabric one label will be affixed on the inner end of the fabric fold (Than).
- When the fabric is sold in retail to the consumer, the retailer is fix a label on the cut piece of the fabric.

Scope:

- The scheme covers all handloom fabrics and products made thereof.
- The Handloom Mark scheme will be operational throughout the country. Individual weavers, Apex and primary handloom weavers co-operative societies, Master weavers, Handloom Development Corporations, Retailers and Exporters are entitled to participate in the scheme and avail benefits thereof.

Objectives:

- Promote handloom products in Domestic as well as International Market.
- Provide assurance to the consumers about the genuineness of the product origin.
- Improve international marketing linkages to the handloom weavers.
- Strengthen supply chain for Handloom products
- Improve price realization of the Handloom products in Domestic as well as International Market
- Improve the earnings of the handloom weaver community
- Facilitate uninterrupted workflow throughout the year to the handloom weavers.
- Develop database on the handloom supplies and weavers that will help in supporting the weavers through the existing schemes being implemented by the Govt. of India and framing of the future plans.

Implementation of the Scheme:

The Textiles Committee has been engaged Implementation Agency for the implementation Handloom Mark scheme across the country.

Modalities for obtaining Handloom Mark

- Application forms can be obtained from the of Textiles Committee.
- In order to prevent the misuse of the s the applicants will be registered after onsite verif of individual weavers, master weavers, ape primary handloom weavers co-operative so handloom development corporations, har retailers and exporters.
- Genuine Handloom weavers, Master we societies, retailers and exporters will be registe payment of requisite fee after which an agreem be signed.
- Labels will be supplied on the basis of est annual production and sale except in the of exporters (on quarterly basis)
- In case of exporters, the initial verification based on Chartered Accountant's certifica previous year's performances.
- The registered users will be required to monthly returns.

Time Registration fee

Description of users	Amount.
Individual handloom weaver	Rs. 100/-
Master handloom weaver	Rs. 2,000/-
Primary handloom weaver's Co-op Society	Rs. 2,000/-
Apex handloom weavers co-op society & Handloom Development Corporation	Rs. 5,000/-
Traders/ retailer (Domestic market)	Rs. 5,000/-
Manufacturer Exporter (Export market)	Rs. 10,000/-
Merchant Exporter (Export Market)	Rs. 10,000/-

Price of the Label:

The Handloom mark labels are made on polyester material. The labels would be procured from the factories that are duly certified for OEKOTEX 100 standards, which take care of eco-friendly requirements of international buyers. The Label is priced at 10 paise each. The registered users will be entitled for purchasing of labels as per their assessed production /sale capacity.

Enforcement measures:

Periodic surveillance audit by team of officials.

Random verification of Handloom Mark products will also be carried out by sample purchase from the market.

Manufacturers while supplying the handloom products to the merchant exporters, retailers etc. will

be required to enclose along with the other requisite commercial documents, a self-certificate that the product has been manufactured on handlooms.

- Besides, there would be penalty clauses in the agreement entered between Textiles Committee and the Registered user for misuse of the Handloom Mark.
 - + The first clause cancels the registration of the users, after preliminary investigation; that would also lead to immediate stopping further supplies of labels.
 - + The second clause would attract action against persons / entities as per the provisions given in Chapter XII of the Trade Marks Act, 1999 which includes imprisonment for a term which shall not be less than six months but which may extend to two years and with a fine which shall not be less than fifty thousand rupees but which may extend to two lakh rupees and enhanced penalty on second and consequent conviction etc.
 - + The third clause would attract action against persons / entities as per the provisions given in Chapter XIII of the Copyright Act, 1957. The nature of punishment is same as that of Trade Marks Act, 1999.

Consumer concern:

Any consumer having any doubt about the authenticity of product labeled with Handloom Mark can approach the Textiles Committee along with the copy of the bill and the code number. Based on the findings, Textiles Committee will initiate action according to the agreement entered into with the users and as per the Trade Marks Act, 1999. The consumer may also exercise the option of approaching the Consumer Courts. This will be given wide publicity through media.





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