

HANDLOOM AND HANDICRAFTS
DELIVERY SCHEME

GUIDELINES

DIRECTORATE OF HANDLOOMS & TEXTILES
Department of Textiles, Commerce & Industry
GOVERNMENT OF MANIPUR

GUIDELINES FOR HANDLOOM & HANDICRAFTS DELIVERY SCHEME

1.0: Background

1.1: The Handloom and Handicrafts Industries are by far the largest and most important cottage industries in Manipur. Next only to Agriculture, handloom and handicrafts provides the highest employment to womenfolk in the State and promoting the socio-economic conditions of the weavers/artisans and attained high degree of excellence centuries well before the machines were invented. It continues to be so even now at this age of modern sophisticated machineries. Many women are taking the activity of trading with the products both in the local market and outside the State. This is a supplementary to the production and additional employment generated through the handloom and textiles sector

1.2: India's population in 2011 is reported as 1.21 billion including 2.8 million of Manipur. The National Handloom Census 2010 reported that Manipur has 2.04 lakh handloom workers and 1.90 lakh loom. As per these two reports, Manipur has highest density of both weavers and looms in the country. A similar population also shared by handicrafts artisans in Manipur. Thus, Manipur has both traditional and natural potential.

2.0: Classification of Weavers in Manipur:

The Handloom and Handicrafts Industries can broadly be divided into the following groups:

1. Cooperative Sector
2. Group Sector
3. Individual Sector
4. NGO Sector
5. Masterweavers/master craftsperson Sector

2.1 Cooperative Sector: The weavers/artisans are organized to form a Primary Handloom & Handicrafts Cooperative Society and registered under the Manipur Co-operative Societies Act, 1976. All the activities including the trading under the Cooperative Sector are bounded by the Rules & Regulations, Bye-Laws of the Society.

2.2 Group Sector: In this case, the weavers/artisans are organized to form a Self Help Group or Handloom Weavers Group to carry out their activities as group venture. They are guided by their group leader and activities are smaller than Coop. Society.

2.3 Individual Sector: Individual sector is self workers. They have their own independence for carrying out the handloom/handicrafts activities including trading of their products. Their activities are smaller than that of Group Sector.

2.4 NGO Sector: Those weavers/artisans under the control of Non-Government Organizations are solely bounded their activities by the Terms & Conditions of NGOs.

2.5 Mastersweavers/master craftsperson Sector: Weavers/artisans working under the control of Masterweaver/master craftsperson produced products on the advices and

instruction of their Masterweaver/ master craftsman and their activities are controlled by them.

3.0: Common Activities and Problems of Weavers/artisans:

3.1: All the categories of weavers have similar kind and sources of raw materials and activities and artisans as well. In case of weavers who are depended raw material on National Handloom Development Corporation (NHDC) or Yarn Depots of very little. Most of them depended upon the local yarn merchants as they are buying in small quantity and sometime credit facility is also available. Most of the weavers thus need yarn in piece meal and credit basis. Unlike yarn, there is no raw material bank or depot for handicrafts artisans because of its basic raw material. However, non availability of raw material in the lean season is common to all kinds of artisans in Manipur.

3.2: Most important part and commonest of all is “marketing of their finished products”. A few peoples have been trading our local products with outside market through a small established business system. But most of the weavers and artisans depended upon the local market and local consumption. Demand of products in the local market is saturated. Thus decline of weavers/artisans population, desertion from crafts and switching over from the crafts activities to other non skill activities has been experienced in the last few years.

4.0: Objective:

It is a scheme of Save Time Save Money (STSM). Main objective is to provide raw material with buy back arrangement at the doorsteps of weavers and artisans for further re-sale by various agencies through their emporia or by participating in National/Regional Level Expos. This would relieve the weavers and artisans from hardship of travelling for purchase of raw material and selling of their finished products. Importantly, the scheme will help to the standardization and maintenance of quality in Manipur.

5.0: Implementation and Operation Modality:

5.1: Nodal Agency (NA) will invite application from the weavers and artisans in a prescribed format for registration and enrollment under the scheme on free of cost. Application will be submitted along with a copy of Aadhaar Card, Weavers ID Card and Bank passbook. The NA will examine, scrutinize and recommend them to the IA. The IA will computerize all cases recommended by the NA.

5.2: The IA will install two TOLL FREE telephones one for weaver and other for artisans with additional two mobile phones for receiving all the calls relating to the scheme. The TOLL FREE numbers shall be publicized widely by NA and IA for catering more weavers and artisans. Exclusive staff with computer friendly person shall be assigned for receiving calls from weavers and artisans.

5.3: The IA will divide all applicants into zone for speedy delivery of raw material and collection of finished products. .

5.4: Registered and enrolled weavers and artisans may place an order to deliver yarn for weavers and some selective locally available raw material like kouna for artisans through the TOLL FREE number or collection of finished products. However, collection date must be finalized at the time of delivery of raw material.

5.5: On receiving calls from weavers and artisans, the IA shall arrange to complete the calls into action within 24 hours except Sunday and Holidays.

5.6: Initial payment for cost of raw material shall be made in cash but subsequent payment of raw material and finished product between the weaver/artisans and IA will be made only through bank account of the respective weaver or artisans.

5.7: Clearance or payment towards the cost of finished product to weaver/artisans by IA will be made within 5 working days from the date of collection of finished products from the respective weaver or artisans.

5.8: Fixation on cost of finished products must be reasonable to both parties.

6.0: Support to Implementing Agency:

The State Government will provide such support requires by the Implementing Agency from time to time in the following manner:

6.1: Institutional Support

The State Government issued orders notifying to purchase a minimum of 50% of the total requirement of Government Establishment from Manipur Handloom & Handicrafts Development Corporation Ltd.

6.2: Organizational Support:

All the registered Corporations/Societies/Associations/Councils/NGOs shall extend their support with their products, knowledge, experience and technology.

6.3: Backward Support:

Initially, a sum of Rs.50.00 lakh will be provided to Implementing Agency for depositing it into National Handloom Development Corporation (NHDC) for supply yarn, dyes and chemicals under Yarn Supply Schemes of the Ministry of Textiles and another amount of Rs.100.00 lakh for depositing it into bank as FD for obtaining Cash Credit from bank.

6.4: Forward Support:

The following two sub-components will be available for Implementing Agency:

- (a) The IA will be provided financial assistance for participating in the marketing events @ Rs. 2.50 lakh for participation within NER and Rs.5.00 lakh outside/beyond NER.
- (b) The IA will be provided financial assistance in form of reimbursement @ 10% to 25% on the sales of their handloom and handicrafts products in addition Central assistance.

6.5: Publicity Support:

Publicity assistance will be provided to the IA for installation of hoardings, street/cross banners, wall posters, advertisement both in print and electronic media in the respective cities/towns of the emporia. A maximum assistance of Rs.5.0 lakh will be provided in a year.

7.0: Beneficiaries: Handloom Weavers and Handicrafts Artisans who have registered and enrolled under the scheme will be the only eligible beneficiaries to be covered under the Scheme.

8.0: Budgetary Support: The Scheme will be funded 100% by the State Govt. for such components where Central Government interventions are not available in the Centrally Sponsored Schemes. Fund will be made available under Development of Exportable Products and their Marketing (DEPM).

9.0: Nodal Agency: The Directorate of Handlooms & Textiles, Department of Textiles, Commerce & Industry, Govt. of Manipur or District Handlooms & Textiles Offices will be the Nodal Agency.

10.0: Implementing Agency (IA): The Manipur Handloom & Handicrafts Development Corporation Ltd will be the Implementing Agency. The Corporation may, however, identify and select sub-agency as per their convenient.

11.0: Terms & Conditions:

- i) A MOU will be entered between the Directorate of Handlooms & Textiles, Govt. of Manipur and IA before the delivery and collection. The MOU will contain all the points indicated in the Terms & Conditions in addition to certain other points.
- ii) The IA will buy and sell only the handloom and handicrafts products of Manipur produced by all categories of weavers and artisans.
- iii) A Monthly Progress Report (MPR) indicating the volume of delivery and collection shall be submitted to the Director of Handlooms & Textiles, Govt. of Manipur.

12.0: Review Committee:

A Review Committee will be constituted by the State Government for review and monitor the implementation of the scheme with the following members.

1. Administrative Secretary (Textiles, Commerce & Industry) - Chairman
2. Representative of Finance Department, Govt. of Manipur - Member
3. Representative of Planning Department, Govt. of Manipur - Member
4. Managing Director, Manipur Handloom & Handicrafts Development Corporation Ltd - Member
5. Director of Handlooms & Textiles, Manipur - Member Secretary

13.0: Procedures for claiming of the above support: The Implementing Agency shall have to apply for their requirement to the Director of Handlooms & Textiles, Govt. of Manipur in prescribed format wherever it is required or applicable from time to time in all the cases.

14.0: Duration of the Scheme: The scheme will be implemented with effect from April, 2017 and will be continued till March, 2022.

Form No: 016

Paste recent colour passport size photo here

Application Form for Handloom Delivery Scheme
(Please fill up the form according to the Instructions given at the end/back)

1. Name of weaver (in BLOCK letters starting with title, surname, middle and last name):

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2. Name of father/husband(in BLOCK letters with name of district):

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3. Name of mother (in BLOCK letters with name of district):

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4. Address of weaver (in BLOCK letters with name of district):

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5. Name of Block/Sub-Division and district:

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6. Registration No. & date (if registered with DIC/EM-I/II or UAM):

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7. Aadhaar Number of weaver:

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8. Name of Bank, Branch and Account No.of the Unit/Society/organization:

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9. Sales turnover:

(supporting documents to be enclosed)

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10. Landline

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11. Number of loom owned by the weaver:

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12. Monthly Production and value (in sq.mt and value of the products):

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13. Financial assistance/grant received from any source (Amount and name of office):

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Signature with seal

Verified as true:

INSTRUCTIONS:

1. Strike out wherever not applicable
2. Use A4 size JK bond paper
3. Fields are to be filled in neatly in block letters only.
4. (a) The photo must have been taken within the last six months.
 (b) The photo should be in color, and must have only a white or off-white background.
 (c) Head coverings is acceptable only to religious beliefs.
 (d) Paste the photo in the space earmarked.
5. Leave One Box blank between words.
6. Registration of the Unit is to be done with the DIC of the respective district
7. Aadhaar Number and Bank Account are to be verified by official.
8. Financial assistance received is to be given in Rupees and source of funding or assistance.

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for more info

www.mhhdcl.com

TOLL FREE: 1800-212-0403

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