

OFFICE OF THE DEVELOPMENT COMMISSIONER FOR HANDLOOMS
MARKETING & EXPORT PROMOTION SCHEME FOR THE 11th FIVE YEAR PLAN
(2007-08 to 2011-12).

1.0 Introduction

Merchandising and Marketing have been recognized as being central to the growth and development of the handloom sector in India. Domestic marketing is important for providing linkage between the producer and the consumer. In this regard, the Office of the Development Commissioner for Handlooms had been implementing a scheme in the 10th Five Year Plan period, namely, Marketing Promotion Programme. Marketing Promotion Programme included components for organization of Exhibitions, Fairs and crafts melas, Setting up of Marketing Complexes and Urban Haats, Publicity and Awareness and Brand Development to promote the marketing of handlooms in the country and to improve the levels of awareness amongst handloom weavers and the general public in the interest of overall development of the handloom sector. Given the current importance of brand building as a necessary ingredient of any long term strategy for augmentation of sales in domestic and international markets, the scheme also aimed at brand promotion of Indian handlooms through Handloom Mark.

Likewise, to promote the exports of handloom products, the Office of the Development Commissioner for Handlooms had been implementing the Handloom Export Scheme during the 10th plan period. Handloom Export Scheme aimed to imparting assistance to handloom agencies for building up, developing and marketing of export-worthy handloom products. The Scheme covered development of exportable products, publicity of the products and their international marketing by way of participation in international exhibitions and buyer-seller meets.

With a view to develop and promote the marketing channels in domestic as well as export markets and bring about linkages between the two in a holistic and integrated manner, it was decided to amalgamate the Marketing Promotion Programme and Handloom Export Scheme of the 10th Plan with some modifications and addition of new components in the 11th Plan under the banner "Marketing & Export Promotion Scheme". Marketing & Export Promotion Scheme in the 11th Plan has been introduced as a Centrally Sponsored Plan Scheme with the following two components :

1. Marketing Promotion.
2. Handloom Export Promotion.

2.0 Objectives of Marketing Promotion :

- i. To assist in the sale of handloom products by organising of exhibitions at National Level, Regional Level, State Level and District Level;
- ii. To provide facilities to the consumer to purchase genuine handloom products from different parts of the country under one umbrella;
- iii. To serve as a window for promoting awareness among consumers about the latest designs and varieties of fabrics produced in the handloom sector;
- iv. To provide marketing infrastructural support to Handloom Agencies in major cities and towns with a view to creating permanent outlets to make available quality handloom products to the consumers at one place;
- v. To provide group merchandising under one roof by making available handloom products of different States at one place with a view to enhancing marketing of handlooms;
- vi. To encourage innovation in designs and techniques and preserve and promote traditional skills and designs among handloom weavers;
- vii. To assist in creation of marketing infrastructure for the use of handloom weavers and agencies;
- viii. To foster awareness of brand identity and promote the development of a brand of handlooms of Pan National importance and for the International Market; and

- ix. To promote awareness of technological developments and advances among weavers for improving quality and productivity of handloom sector.

3.0 Sub-components under MARKETING PROMOTION :

The Marketing Promotion envisages a wide gamut of activities for the promotion and marketing of handlooms. For ease of implementation and monitoring, these activities are being carried out through the following components :

- Organisation of Exhibitions, Events and Craft Melas
- Setting up of Urban Haats
- Setting up of Marketing Complexes
- Publicity and Awareness
- Geographical Indication Act
- Handloom Marketing Complex, Janpath, New Delhi
- Handloom Mark

The details of the main activities under the above mentioned components, the implementing agencies and the funding pattern for grant of financial assistance to the implementing agencies in respect of each of the above mentioned components are as follows:

3.1. Organization of Exhibitions, Events and Craft Melas

In order to provide opportunity to handloom weavers to market their products, and to expose consumers to handloom products from different parts of the country, a number of handloom exhibitions are held at National, Regional, State and District Levels. In addition, this component will provide for marketing and promotion of item-specific, area-specific and fibre-specific handloom products. Further, this component will provide for assisting Handloom Weavers to participate in the Craft Melas, thus providing a variety of handloom products to the consumer under one umbrella.

3.1.1 National Handloom Expo

As a part of the marketing strategy and publicity measures, the office of the Development Commissioner for Handlooms has been organizing National Handloom Expos and Special Expos. With the passage of time, these events have gained popularity and sales generated at these events have increased significantly. These expos are organised for a period ranging 2 to 3 weeks. The Development Commissioner (Handlooms) will decide every year number of events, places and duration, depending upon the requests from National Handloom Organisations, States and its agencies, marketing potential of the proposed locations, availability of funds, predetermined dates of District Level Fairs and Crafts Melas etc. Participants are allowed to sell only handloom products.

Participants :

The following agencies will be eligible for participation in these Expos:

- i. All levels of Handloom Apex Cooperatives, Corporations/Federations

and Primary Cooperative Societies.

- ii. Non-Government Organisations engaged in Handlooms and fulfilling the norms laid by CAPART.
- iii. Self-Help Groups engaged in handloom production.

The Office of the Development Commissioner (Handlooms) is the competent authority to determine the number of participants for each expo.

Implementing Agencies: The National Handloom Expos will be organised by National Handloom Organisations like NHDC, ACASH etc., State Governments directly or through a State level handloom Agency/Federation and Weavers Service Centres.

Funding pattern: In order to give boost to marketing by the participants, it has been decided to continue financial assistance for these Expos in the shape of infrastructural support, stall rent, electricity charges, publicity, backup services, administrative expenses etc. The National Handloom Expos organized in cities with population of more than 15 lakh will be eligible for assistance up to Rs 38.00 lakh, while National Handloom Expos organised in other places with less than 15 lakh population will be eligible for assistance up to Rs. 18.00 lakh. Any expenditure above this limit would have to be borne by the implementing agencies. The financial assistance will be on the basis of reimbursement of expenditure based on submission of claims supported by such documents as prescribed in the guidelines given in Appendix-I as may be amended from time to time. Where necessary, advance up to 50% of the eligible amount may be released subject to availability of funds.

WSCs Theme Pavilion in Expos :

The Implementing Agency with the assistant of the Weavers Service Centre may set up a Theme Pavilion of 500-2500 sq. ft. as decided by the Development Commissioner for Handlooms in National Handloom Expo. For each expo, a Theme Pavilion would be decided well in advance by the Office of the Development Commissioner for Handlooms asking prospective participants to develop their products covering the theme also.

Display in the WSC Theme Pavilion would be entrusted to the concerned WSC or any other organisation. An amount of Rs.25000/- would be paid by the office of the Development Commissioner for Handlooms to the WSC concerned for the expenses related to display in the Pavilion.

The Implementing Agency for the National Handloom Expo would be responsible for setting up of the WSC Theme Pavilion within the funds made available by the Office of D.C. Handlooms for holding the National Handloom Expo. No additional funds will be provided to implementing agency for WSC Theme Pavilion.

Appendix-I

MARKETING AND EXPORT PROMOTION SCHEME:

Component of Marketing Promotion : National Handloom Expo.

Detailed guidelines and prescribed Proforma for final report in respect of National Handloom Expo

As part of the marketing strategy, the office of the Development Commissioner for Handlooms has been organizing National Handloom Expos and Special Expos. With the passage of time, these events have gained popularity and sales generated at these events have increased significantly. It has, therefore, been decided to continue this activity in the XI Plan.

1. NOMENCLATURE, PERIOD AND NUMBER OF EVENTS:

Each National Handloom Expo would be for a period ranging 2 to 3 weeks. The Development Commissioner (Handlooms) would also decide every year on the number of events, place and duration depending upon the requests from States, marketing potential of the proposed location, availability of funds, predetermined dates of District Level Fairs, Craft Melas etc.

2.OBJECTIVES:

National Handloom Expos` would have the following objectives:-

- i. to assist in marketing of handloom products;
- ii. to facilitate the consumer to purchase genuine handloom products from different parts of the country under one umbrella;
- iii. to serve as a window for promoting awareness among the consumers about the latest designs and varieties of fabrics produced in the handloom sector; and

iv. to disseminate knowledge about the latest designs developed, contemporary trends and forecasts, among weavers and other users.

3. GUIDELINES TO BE FOLLOWED FOR THE NHE:

In order to ensure a truly national character of the national Handloom expos and create a uniform identity for these expos, the following guidelines are prescribed:

- i) The NHE will feature at least 50 – 70 stalls, all of equal floor area.
- ii) Handloom products of at least 10 States and UTs will be represented.
- iii) Normally no State / UT will be allotted more than 5 stalls each in a NHE. However, more than 5 stalls may be allotted only if there are vacant stalls for some reasons. In case, a host State is selected in an NHE, 25% of the total number of stalls may be allotted to agencies from that State.
- iv) If stalls are being allotted in the same venue to other related agencies like handicrafts, khadi etc., these should be clearly delineated and the expenditure on these stalls should not be loaded on to the NHE accounts.
- v) The entrance gate, all publicity material should clearly mention “ National Handloom Expo: sponsored by Development Commissioner(Handlooms), Ministry of Textiles, Government of India” The logo of Development Commissioner(Handlooms) may be obtained from this office or from the website www.handlooms.nic.in and used on all publicity material.
- vi. Selection of agencies and allotment of stalls to the selected agencies will be done in a fair and transparent manner by the Implementing agency. In case the Implementing Agency is a State Government / State agency, the Implementing Agency will constitute a committee comprising handloom department official(s) and a nominee of office of Development Commissioner for Handlooms for this purpose, which will decide the procedure for allotment and give due publicity. In case the Implementing Agency is National level Organisations like NHDC, ACASH etc, the organisation will constitute a committee in which the nominee of Office of DC(Handlooms) will be present.
- vii. A customer assistance centre will be set up in each NHE and manned by officials of the Implementing agency to see that excessive pricing and unfair practices are curbed.
- viii. The Implementing agency will ensure that a record is maintained of agencywise, daily sales figures. The daily sales figures will be faxed to the State Secretary/Commissioner for Handlooms by the following morning.
- ix. As far as possible, the NHE should also be used as a source for collecting market intelligence in a systematic manner by conducting customer survey and analysis of sales figures during the event and also by gathering data that will be useful in organizing the event in a better manner in the following years.
- x. No subletting of stalls should be allowed under any circumstances and there should be strict and regular surprise checking to ensure this.
- xi. The allotment of stalls should be done as far as possible by open lottery. This will ensure that the so called better located stalls are not cornered by a favoured few.
- xii. Copy of receipt towards ground rent and electricity charges should be submitted alongwith the final claim.

4. PARTICIPATION:

The following handloom agencies are eligible:-

- i. All levels of Handloom Cooperative Societies , Corporations and Primary Cooperative Societies.
- ii. Non-Government Organizations engaged in Handlooms and fulfilling the norms laid by CAPART.
- iii. Self Help Groups engaged in Handloom production.

5. IMPLEMENTING AGENCEIS:

The National Handloom Expos will be organized by National Handloom Organisations like NHDC, ACASH etc., State Governments directly or through a State level handloom Agency / Federation and Weavers Service Centres.

6. ASSISTANCE FOR THE PARTICIPANTS.

It has been decided to substantially boost the financial assistance to give marketing a thrust to participants in the shape of infrastructural support, stall rent, electricity charges, publicity, backup services, administrative expenses etc. The details of assistance are as below:

Sl. No	Type of assistance	Place above 15 lakh population	Place upto 15 lakh population	Remarks
1	Stall rent / infrastructure	Rs.13.00 lakh	Rs.5.00 lakh	Rs.13.00 lakh and Rs.5.00 lakh as mentioned in Col. 3 & 4 or 50% of the actual expenditure (less expenditure received from the participants towards stall rent), whichever less is admissible. IN case of NHE having above 15 lakh population, it is expected to have at least 45,000 sq.ft. constructed area excluding theme pavilion and 25,000 sq.ft. area in case of places having population upto 15 lakh. The Govt. of India assistance would be available for actual rea utilized by the various agencies as per their entitlement or actual occupancy whichever is less. In case of lesser area utilized by the participating agencies, assistance would be reduced proportionately. For primaries 500 sq.ft. or 1500 sq.ft. for Apex organization
2.	Electricity charges	Rs.3.00 lakh	Rs.1.80 lakh	50% of the actual expenditure or s.3.00 lakh and Rs.1.80 lakh as mentioned in Col.3 & 4 Less expenditure received from the participants towards electricity charges) whichever is less is admissible.)
3.	Participants lumpsum	Rs.5,000/- per participant subject to a maximum of Rs.3.00 lakh	Rs.3,000/- per participant subject to a maximum of Rs.1.20 lakh	Above 15 lakh population-60 participants(Maximum). Upto 15 lakh population, 40 participants maximum)
4.	Publicity expenses	Rs.10.00 lakh	Rs.5.00 lakh	The scheme has a provision of organizing seminar, workshop and Buyer seller meet during the expo. Out of the maximum amount given in column No. 2 & 3, maximum of 75% or actual amount incurred whichever is less is meant for Expo publicity and 25% or actual expenditure incurred whichever is less is for workshop, seminar and Buyer seller meet arranged during the expo.
5.	Backup services	Rs.4.00 lakh	Rs.2.00 lakh	Backup services include fire brigade, bank, security, first-aid, post office, maintenance of ground, public convenience, public announcement etc. Assistance would be available maximum as mentioned in column 2& 3 or actual whichever is less..
6.	Administrative expenses	Rs.3.00 lakh	Rs.1.00 lakh	Out of the maximum amount mentioned in column No. 2 & 3, 25% is meant for workshop, seminar, BSM etc., and the rest 75% is meant for holding the expo.

7.	Theme pavilion	Rs.1.75 lakh	Rs.1.75 lakh	Rs.1.75 lakh or actuals whichever is less.
8.	Display at Theme Pavilion	Rs.0.25 lakh	Rs.0.25 lakh	Rs.0.25 lakh or actual whichever is less.

7. WSC's THEME PAVILION IN EXPOS:

- To meet the objectives of para 2 (iii) & (iv) a Theme Pavilion of 500-2500 Sq. Ft. as may be decided by the Development Commissioner for Handlooms would be set up in the Expo.
- For each expo a Theme Pavilion would be decided well in advance by the Office of the Development Commissioner for Handlooms asking the prospective participants to develop their products covering the theme also.
- Display in the WSC Theme Pavilion would be entrusted to the concerned WSC. An amount of Rs.25,000/- would be paid by the Office of the Development Commissioner for Handlooms for the expenses related to display in the Pavilion.
- Infrastructure for the Theme Pavilion.
- The implementing Agency would be responsible for setting up the WSC Theme Pavilion. The entire cost of Pavilion would be incurred by the Office of D.C. Handlooms within the overall limit for assistance to each National Handloom Expo.

8. WORKSHOP, SEMINAR, BUYER SELLER'S MEET (BSM) ETC. IN EXPOS.

The implementing agency will organize a workshop or a seminar or a meeting of Buyers Sellers etc. during the Expo to promote handloom products and their marketing. This will be met out of the administrative expenses.

9. ADVANCE, BALANCE, CHARGES FROM PARTICIPATING AGENCIES BY THE IMPLEMENTING AGENCIES.

Up to 50 percent of the total estimated amount payable, will be released by the Office of the Development Commissioner for Handlooms on an 'on-account basis' directly to the implementing agency, atleast 2 months before commencement of the National Handloom Expo. The balance amount would be reimbursed on production of audited accounts duly certified by the Chartered Accountant/Govt. Auditor through the Director of Handlooms and submission of final report as per the format enclosed. Implementing agencies would fix up the overall charges for participants (inclusive of the balance 50% of the contracted rate for stall construction, balance expenses towards back up and other services, in such a manner that after charging its own administrative expenses, the expo is organised as far as possible on a No-Profit-No-Loss basis. It would recover/refund any due amount keeping in view the actual expenses.

10. ROLE OF STATE GOVERNMENT.

- (a) The State Governments are expected to continue to provide assistance to the implementing agencies and participating agencies in organising Expo in a befitting manner and to provide financial assistance like payment of special rebate on sale, adequate publicity support etc. to encourage marketing of handloom product.
- (b) The host States are also expected to render assistance for proper organisation of the National Handloom Expo to give impetus to the marketing of handloom products and to allow consumers to purchase genuine handloom products from different parts of the country under one umbrella.

11. ROLE OF PARTICIPANTS.

Participants are expected to develop market demand oriented products. The participants are free to offer incentive such as discounts to consumers.

3.1.2. Special Expos

In order to diversify marketing channels, in addition to National Handloom Expos, the Office of the DC(Handlooms) will organise Special Expos. Special Expos will be at national level, regional level and state level. National Level Special expos will be for specific fibres such as Wool, Silk etc. or for specific products like sarees, home furnishings etc. Regional level Special Expos will be for products/items of a specific region like Handlooms Expo of North Eastern States, Cotton Handlooms of South, Cotton Handlooms of East etc. The State level Special Expo will be for handloom products of that State. The Special Expos will be for a duration of two to three weeks. In addition, ACASH will organise a Special Expo during India International Trade Fair organised by ITPO every year in Pragati Maidan, New Delhi.

Participants :

- (i) All levels of Handloom Apex Cooperatives, Corporations/Federations and Primary Cooperative Societies.
- (ii) Non-Government Organisations engaged in Handlooms and fulfilling the norms laid by CAPART.
- (iii) Self-Help Groups engaged in handloom production.

Implementing Agency :-

National Level Special Expos may be organised by a National Handloom Organisation like NHDC, ACASH etc., State Government, State Handloom Development Corporation and State Handloom Apex Cooperative Societies. Regional Level Special Handloom Expo may be organised by a National Handloom Organisation like NHDC, ACASH etc. State Level Special Handloom Expo may be organised by the State Government directly or by the State Level Handloom Corporation/Apex Cooperative Society/Federation.

Funding Pattern :- For National level Special Level Expo, financial assistance will be limited to Rs.20.00 lakh for expenses relating to stall rent, infrastructure and publicity. In the case of Regional Level Special Expos, financial assistance will be limited to Rs. 10.00 lakhs for stall rent, infrastructure and publicity. For State Level Special Expo, financial assistance will be limited to Rs. 8.00 lakhs for stall rent, infrastructure and publicity. However, for State Level Special Expo for Northern States, the financial assistance will be Rs. 10.00 lakhs for stall rent, infrastructure and publicity in view of difficult terrain. The amount mentioned above or actual expenditure incurred, whichever is less will be paid.

Detailed guidelines for implementation of this component and parameters for financial assistance are given in Appendix-II.

Appendix-II

MARKETING AND EXPORT PROMOTION SCHEME:

Component of Marketing Promotion: Special Expos.

Detailed guidelines and prescribed Proforma for final report in respect of Special Handloom Expos

In order to diversify the marketing channels, in addition to National Handloom Expos, the Office of the DC(Handlooms) will organise Special Expos at national level, regional level and state level. National level Special expos will be for specific fibres such as Wool, Silk etc. or for specific products like sarees, home furnishings etc. Regional level Special Expos will be for products/items of a specific Region like Handloom Expo of North Eastern States, Cotton Handlooms of South, Cotton Handlooms of East etc. The State level Special Expo will be for handloom products of that State. The Special expos will be for a duration of two to three weeks. In addition, ACASH will organise a special expo during India International Trade Fair organised by ITPO in Pragati Maidan, New Delhi.

PARTICIPANTS:

- (i) All levels of Handloom Apex Cooperatives, Corporations/Federations and Primary Cooperative Societies.
- (ii) Non-Government Organisations engaged in Handlooms and fulfilling the norms laid by CAPART.

(iii) Self-Help Groups engaged in handloom production.

For organising Special Handloom Expos/Exhibitions at National / State level or regional Level, the funding pattern would be as under: -

(i) NATIONAL LEVEL:

National Level Special Handloom Expos for specific fibres like silk, wool etc. and for specific products like sarees, home furnishings etc. will be organised by national level handloom Corporations/ Federations/ apex societies and national handloom organisations like NHDC, ACASH etc. as also by the State Governments directly with participation of agencies from the different parts of the country for which funds up to Rs.20.00 lakh as mentioned below or actual expenditure incurred whichever is less would be provided to the implementing agency. There should be at least 40 participants/stalls in the expo.

a) Stall rent/infrastructure including electricity charges	Rs.10.00 Lakh
b) Back up services.	Rs. 02.00 Lakh
c) Publicity.	Rs. 05.00 Lakh
d) Theme Display.	Rs. 01.50 Lakh
<u>e) Administrative Expenses</u>	<u>Rs. 01.50 Lakh</u>
Total	Rs. 20.00 Lakh

(ii) REGIONAL LEVEL:

Regional level Special Expos may be organised by a national level Handloom Organisation for the products of a particular region. The Regional level Special Expo may be organised by a National level Handloom Organisation like NHDC, ACASH etc. Handloom Agencies from the selected region will participate in the expo. There should be at least 35 participants/stalls in the expo. Funds to the extent of Rs.10.00 lakh as mentioned below or the expenditure incurred whichever is less would be provided to the implementing agency.

a) Stall rent/Infrastructure including electricity charges	Rs. 06.00 lakh.
b) Publicity.	Rs. 02.00 lakh
c) Administrative Expenses.	Rs. 01.50 lakh
<u>d) Back up Service.</u>	<u>Rs. 00.50 lakh</u>
Total:-	Rs. 10.00 lakh

(iii) STATE LEVEL:

(1) Special Exhibition for products of the respective State may be organised through the State Govt./State agency/Apex society/Federation in their State or in other States. There should be at least 25 participants/stalls in the expo. The funding to the implementing agency would be Rs.8.00 lakh as mentioned below or the actual expenditure incurred whichever is less.

a) Stall rent /Infrastructure including electricity charges	Rs. 6.00 Lakh
<u>b) Publicity.</u>	<u>Rs. 2.00 Lakh</u>
Total:-	Rs. 8.00 Lakh

(2) STATE LEVEL SPECIAL EXHIBITION IN THE NORTH EASTERN REGION:

These exhibitions may be organised by the respective State Govt. or by the state agency and the funding pattern to the implementing agency in view of the difficult terrain of the region would be Rs 10.00 lakh as mentioned below or actual expenditure incurred whichever is less. There should be at least 20 participants/stalls in the expo.

a) Stall rent /Infrastructure. including electricity charges	Rs. 8.00 Lakh
<u>b) Publicity.</u>	<u>Rs. 2.00 Lakh</u>
Total: -	Rs.10.00 Lakh

3.1.3 District level Events

Since 1996-97, the office of Development Commissioner (Handloom) has been promoting marketing of handloom products through established District Level Events/Fairs/Festivals. In view of their popularity and benefits, this activity will continue in the 11th Plan.

The Development Commissioner (Handlooms) will decide every year, the number, place and duration of district level events, depending upon requests from States, marketing potential of proposed location, availability of funds, predetermined dates of National Handloom Expos and Crafts Melas etc. Participants are allowed to sell only handloom products. The District Level Events may also be held on a reciprocal basis with the States, to the extent possible.

Participants :

The following agencies/ individuals will be eligible to participate in the District level events:

- Handloom Weavers
- Primary Handloom Weavers Societies

Implementing agencies:

The district level events may be organised by the following implementing agencies:

- o Director of Handlooms and Textiles in the States/UTs
- o State Handloom Development Corporations
- o State Level Handloom Cooperative Federations/Apex Societies
- o District Rural Development Agencies
- o WSCs
- o Implementing Agencies of handloom clusters selected under the Handloom Cluster Development Programme in the Integrated Handloom Development Scheme.

Funding pattern :

Each District Level Event will be eligible for financial assistance of up to Rs.1.5 Lakh towards expenditure on Infrastructure and up to Rs. 50,000/- towards expenditure on Publicity. Where necessary, advance up to 50% of the eligible amount may be released and balance 50% or actual, whichever amount is less, would be reimbursed on production of audited accounts through State Director in-charge of Handlooms after closure of the event. The financial assistance will be permissible on rent of venue, display structure/decoration, transportation, electricity and water and on publicity. Rent receipt towards space, construction etc., is required alongwith final claim for payment.

Further a sum of Rs. 2,500/- will be paid to the WSC, which is nominated to carry out field checking. Detailed guidelines for implementation of this component and parameters for financial assistance are given in Appendix-III

MARKETING AND EXPORT PROMOTION SCHEME:
Components of Marketing Promotion : District Level Event
DETAILED GUIDELINES AND PRESCRIBED PROFORMA FOR FINAL REPORT IN
RESPECT OF DISTRICT LEVEL EVENTS:

1. The District Level Events are organised at a small level for a duration of 5 to 7 days in the different parts of the country with a minimum of 20 participants in each DLE. These events are organised for some special occasions like Durga Pooja, Dussehra or other important festivals/memories. The aim of such events is to protect the Handloom weavers to clear their unsold or piled up stock so as to enable them to pull on their day to day needs. As the events are for short duration, the societies show their interest to do more and more events and to sell their handloom products on a regular basis. The criteria for organising the events and financial assistance being given to them are as detailed below:

2. ORGANISING AGENCIES

- A) Directors of Handlooms of the various States/UTs
- B) State Handloom Development Corporations
- C) State Level Handloom Cooperative Federations/Apex Societies
- D) District Rural Development Agencies.
- E) Weavers Service Centres
- F) Implementing Agencies selected under the Integrated Handloom Development Scheme of office of Development Commissioner(Handlooms)

3. FUNDING PATTERN

Government of India will provide assistance of a maximum amount of Rs.2.00 lakh towards infrastructure and publicity for holding each District Level Event to the organising agency as per the details given below:-

- i). Infrastructure Rs.1.50 lakh or actuals, whichever amount is less.
- ii). Publicity Rs.0.50 lakh or actuals, whichever. amount is less

Total :- Rs.2.00 lakh

Besides this, a sum of Rs.2,500/- per event will be paid to the Weavers` Service Centre which is nominated for carrying out field checking.

4. ADVANCE FOR DISTRICT LEVEL EVENTS

Up to 50% of the total amount payable to the implementing agency for events to be organized by it can be given as advance at the commencement of the financial year. For this, the proposal for advance/ sanction should be submitted in format DLE-I attached. Balance funds would be released by Office of DC(Handlooms) to the implementing agencies directly on submission of detailed accounts duly certified by the Chartered Accountant/ Govt. Auditor alongwith monitoring report in form DLE-II attached through the Director of Handlooms, within three months of the completion of the event.

5. PUBLICITY OF THE EVENT

Advertisements in the Newspapers may be given during the period of exhibition besides hand bills, banners etc., showing sponsorship of Office of Development Commissioner for Handlooms is essential.

All advertisements, hand bills banners / posters, invitation cards and other publicity material should invariably indicate sponsored by Development Commissioner for Handlooms, Ministry of Textiles, Government of India. The invitation card of the proposed DLE is required to be sent to the Office of DC(Handlooms) at least 15 days before the inauguration of the event.

6. RENT OF PLACE / VENUE

This includes rent of the venue taken for conducting the events plus electricity and water charges of the duration of the DLE. A copy of receipt towards rent and electricity charges paid should also be sent along with audited accounts.

7. ROLE OF STATE GOVERNMENT.

(a) The State Governments are expected to continue to provide assistance to the implementing agencies and participating agencies in organising District Level Events in a befitting manner and

to provide financial assistance like payment of special rebate on sale, adequate publicity support etc. to encourage marketing of handloom product.

(b) The host States are also expected to render assistance for proper organisation of the District Level Events to give impetus to the marketing of handloom products and to allow consumers to purchase genuine handloom products from different parts of the country under one umbrella.

8. ROLE OF PARTICIPANTS.

Participants are expected to develop market demand oriented products.. The participants are free to offer incentive such as discounts to consumers.

9. FINAL REPORT.

After the conclusion of the event, a final report indicating the name of the event, venue, period with date, list of participants, level of sales, etc. is to be submitted by the Implementing Agency in form DLE-II attached, through the Director of Handlooms.

In order to simplify the procedures for submission of final report and accounts for settlement, the following documents along with a certificate in the prescribed proforma may be sent to Office of the Development Commissioner (Handlooms) within three months of the completion of the event.

1. End of event Certificate (Format-III)
2. Audited Accounts (Head-wise) and sales figures.
3. Utilisation Certificate in the GFR-19-A.
4. Performance-cum-achievement report

.FORM- DLE-I

District/Regional Level Fair/Festival-Selection

I. EVENT

1. Name of event.
 2. Type of event (Fair/Festival) etc.
 3. Venue.
 4. District
 5. Period with dates as per English Calendar.
- Importance of the event (not more than 3-4 sentences).

II MARKETING POTENTIAL

- i. Gathering during last year (Approx.)
- ii. Are only Handloom products sold in the Fair.
- iii Sales.

III PRESENT ADMINISTRATIVE MACHINERY.

- Name of the Mela Authority.

Name of Handloom Organisation responsible to organise Participation (Implementing agency)

IV STALLS

No. of stalls proposed for participants alongwith area.

V PUBLICITY

Proposed mode of Publicity for marketing of Handloom products are Press Advertisements, Hoardings, Pamphlets, Banners, etc.

FORM - DLE-II

REPORT ON DISTRICT/REGIONAL LEVEL FAIRS/FESTIVALS

1. EVENTS

- i) Name of the Event
- ii) Type of event Fair (Mela), Festival (Parva)
- iii) Venue
- iv) District
- v) Periodicity
- vi) Date of the Fair

2. MARKETING

- i) Number of participants
- ii) Total sale done during the Mela
- iii) Number of beneficiaries

3. ADMINISTRATIVE MACHINERY

- i) Name of the Mela Authority
- ii) Name of the Organisation which Implements the component

4. STALLS

No. of Stalls given to participants along with area.

5. PUBLICITY

Publicity of marketing of handloom products like press advertisement hoardings/ pamphlets/banners (Attach printed publicity materials), Government assistance towards publicity would be restricted to Rs.0.50 lakhs. Thus total Government assistance would be restricted to Rs.02.00 lakh.

FORMAT-III

End of event certificate

(For Expos/District Level Fairs)

Certified that I have gone through the details provided by the implementing agency with regard to account Expo/DLE at _____ held from _____ to _____.

It is further certified that publicity material, minutes of the tender committee, work order, measurement committee reports etc., have been scrutinized and found to be in order.

The actual detailed head wise expenditure duly audited by the Chartered Accountant and list of participants enclosed.

Also certified that no assets have been created out of the funds released for the purpose/assets created would be disposed of as per GOI procedure.

The agency was released an amount of Rs. _____ as advance and a final release of Rs. _____ as per statement of accounts recommended.

Signature
Name
Designation
(Implementing agency)

Countersigned
Director/Commissioner (HL & Tex.) Seal

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