

- Facility for online submission of the application form and online payment of registration fee would be made available on [www.textilescommittee.gov.in](http://www.textilescommittee.gov.in). In case of online submission, a copy of the application along with submission receipt generated from the website and the sample of the product as mentioned above should also be submitted subsequently to the concerned office of the Textiles Committee or Weavers' Service Centre

#### PROCEDURE FOR GRANT OF REGISTRATION

- Within 15 days of receipt of the application form, officials from the Regional Office of the Textiles Committee will visit the production facility/premises for verification
- Quality testing of fabric samples submitted by the applicant will be done in the laboratories of the Textiles Committee
- Information about registration will be communicated to the applicant within 30 days of receipt of the application. Upon registration, compact disk (CD) with logo of India Handloom Brand along with registration certificate will be sent to the applicant
- The validity period of registration will be 3 years from the date of registration. Registration can be renewed thereafter following the same process
- After registration, periodic visits will be made to the premises of the registered users by officials from the Textiles Committee and the Weavers' Service Centre for verification
- Registration will be cancelled if the product fails to meet specified quality parameters upon periodic verification. Appeal against cancellation of registration can be filed before the Development Commissioner for Handlooms within 30 days of receipt of the cancellation certificate

#### USE OF INDIA HANDLOOM BRAND

- Registered users will have to affix labels with India Handloom Brand logo and registration number on each item produced or sold by them. A separate tag mentioning quality parameters of the product like counts of yarn, ends/picks per inch, size, type of zari/embellishment, nature of dyes used, etc. will also be affixed
- Labels have to be procured only from authorized label manufacturers empanelled by the Textiles Committee. Contact nearest Weavers' Service Centre or Regional Office of the Textiles Committee for information on empanelled label manufacturers
- Customers will be able to verify genuineness of label from a list of registered users hosted on [www.textilescommittee.gov.in](http://www.textilescommittee.gov.in) and <http://www.handlooms.nic.in>

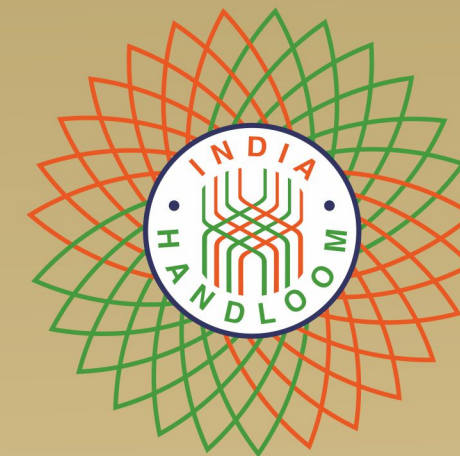
#### FOR ANY DETAILS OR CLARIFICATION, PLEASE CONTACT:

- Nearest Weavers' Service Centre
- Development Commissioner (Handlooms)  
Room No. 55  
Ministry of Textiles  
Government of India  
Udyog Bhawan  
New Delhi - 110011  
  
Ph: 011-23062945, 23063684  
Fax: 011 - 23062429  
Email: [dchl@nic.in](mailto:dchl@nic.in)

- Regional office of the Textiles Committee
- Secretary  
Textiles Committee  
Ministry of Textiles  
Government of India  
P Balu Road, Prabhadevi  
Mumbai - 400025  
  
Ph: 022-66527507, 66527506  
Fax: 022-66527509  
Email: [secy.tc@nic.in](mailto:secy.tc@nic.in) | [secytc@gmail.com](mailto:secytc@gmail.com)



Government of India  
Ministry of Textiles



# India Handloom Brand



## ABOUT THE INDIA HANDLOOM BRAND

India Handloom Brand is an initiative of the Ministry of Textiles, Government of India, for branding of high quality handloom products. It would differentiate high quality handloom products and help in earning trust of customers by endorsing the quality in terms of raw materials, processing, embellishments, weaving design and other quality parameters and by ensuring social and environmental compliances in their production. It will promote production of niche handloom products with high quality, authentic traditional designs with zero defect and zero effect on environment.

## BENEFITS OF GETTING INDIA HANDLOOM BRAND

- The handloom products with the premium India Handloom Brand would be differentiated from other products in terms of quality
- Through the brand, the customer will be assured that the product quality is high because of proper texture, use of good quality yarns and dyeing with safe dyes which are free from banned amines
- Bulk buyers and exporters will be able to source quality branded fabrics as per their designs
- Weavers will be able to get bulk orders and higher wages by interacting directly with the market
- Weaver entrepreneurs and other manufacturers will take up production and marketing of quality handloom fabrics in bulk within and outside the country
- It will empower women and other adversely affected segments engaged in the handloom sector by way of getting better earning through production of value added quality products
- Ministry of Textiles will actively promote the brand through media campaigns to raise awareness among manufacturers as well as customers and create demand for products with the India Handloom Brand
- A list of registered users of the Brand will be hosted on the official websites of the Textiles Committee ([www.textilescommittee.gov.in](http://www.textilescommittee.gov.in)) and the Development Commissioner for Handlooms ([www.handlooms.nic.in](http://www.handlooms.nic.in))

## IMPLEMENTATION

The India Handloom Brand initiative is being implemented by the Development Commissioner for Handlooms with the help of Textiles Committee in the Ministry of Textiles, Government of India.

## ENTITIES ELIGIBLE TO APPLY

- Producers of handloom fabrics including:
  - ✓ Primary Handloom Cooperative Societies
  - ✓ Self Help Groups (SHG), Consortia, Producers Companies, Joint Liability Groups (JLG)
  - ✓ Weaver Entrepreneurs
- Producers of garments and made-ups, who will use India Handloom branded fabrics and comply with additional quality parameters regarding stitching, standard sizes etc.

## PRODUCTS IDENTIFIED FOR BRANDING

- Based on Geographical Indication registration and their unique characteristics, the following products have been identified for branding under the India Handloom Brand.
- Specified standard quality parameters for all products are available at [www.handlooms.nic.in](http://www.handlooms.nic.in).
- A permissible tolerance of +/- 5% on quality parameters like count of yarns, ends/picks per inch and size is allowed.

PRODUCT	ITEMS
<b>Sari: Cotton</b>	Jamdani, Tangail, Shantipuri, Dhaniakhali, Bichitrapuri, Bomkai, Kotpad, Pachampalli, Venkatgiri, Uppada, Siddipet, Narayanpet, Mangalgiri, Chetnad, Balarampuram, Kasargod, Kuthampally, Chendamangalam Dhoti.
<b>Sari: Silk</b>	Baluchari, Muga Silk, Sualkuchi Silk, Khandua, Berhampuri, Bomkai Silk, Benaras Brocade, Tancoi, Benarasi Butidar, Jangla, Benarasi Cutwork, Pochampalli, Dharmavarm, Kanchipuram, Arni Silk, Molkalmuru, Paithani, Patan Patola, Champa Silk, Ashawali Silk, Salem Silk (Dhoti), Uppada Jamdani.
<b>Sari: Cotton silk</b>	Chanderi, Maheswari, Kota Doria, Ikal, Gadwal, Covai Kora Cotton.
<b>Dress material: Cotton</b>	Odisha Ikats, Pochampalli Ikats.
<b>Dress material: Silk</b>	Tancoi, Benarasi Cutwork, Odisha Ikats, Pochampalli Ikats, Tasar Fabric, Muga Fabric, Mekhela/Chadar.
<b>Bed sheet</b>	Odisha Ikats, Pochampalli Ikats.
<b>Scarf/Shawl/Chadar</b>	Kani Shawl (Handspun/Millspun), Kinnori Shawl, Kullu Shawl, Tangaliya Shawl, Kutch Shawl, Wangkhei Phee.

Suggestions for inclusion of more products under the India Handloom Brand can be sent to the Development Commissioner (Handlooms), Udyog Bhawan, New Delhi.

## PROCEDURE FOR APPLICATION

- Applicants can obtain prescribed application form free of cost from nearest Weavers' Service Centre or Office of Textiles Committee or download it from [www.textilescommittee.gov.in](http://www.textilescommittee.gov.in) and [www.handlooms.nic.in](http://www.handlooms.nic.in)
- Two copies of the filled-in application in physical form have to be submitted along with applicable registration fee and sample of the product. As a token of receipt of application, the duplicate copy of the application will be returned to the applicant duly allotting the application no. with the signature of the concerned officer
- Application form can be submitted at:
  - ✓ Weavers' Service Centres
  - ✓ Offices of the Textiles Committee
- One application can be used for more than one item
- Registration fee is ₹500 + taxes as applicable per item in each product category. Total registration fee shall not exceed ₹5000 + taxes as applicable for all product items applied by the same applicant
- Registration fee has to be deposited through demand draft in favour of 'Textiles Committee' payable at the name of the location of Regional Office of the Textiles Committee
- If application is submitted to a Weavers' Service Centre, demand draft should be in favour of 'Textiles Committee' payable at Mumbai
- In case of running material or yardage, applicant should submit a sample of the product of 0.25 metre in length in full width of the fabric
- In case of whole products (like sari, shawl, stole, etc.), applicant should submit a sample of the left over raw materials like yarns, dyes and zari along with a whole product. The whole product submitted as sample will be returned to the applicant after quality testing.