

**BACK****SCHEME FOR MARKETING OF HANDLOOM PRODUCTS THROUGH EXHIBITIONS AND FAIRS****(DISTRICT LEVEL FAIRS / FESTIVALS, CRAFT MELAS ETC.)****1. INTRODUCTION**

As part of the marketing strategy and publicity measures, the office of the Development Commissioner for Handlooms has been organizing National Handloom Expos and Mini Expos. With the passage of time, these events gain popularity and sales generated at these events continuously increased.

Since 1995-96 the office of Development Commission (Handlooms) has introduced a scheme of marketing handloom and handicraft products through established District Level Fairs/Festivals. Craft Melas are also being extensively utilized as an outlet for marketing of handloom products also. In view of the felt need to amalgamate these schemes and to give a major thrust to marketing efforts, the scheme has been revised as under: -

**2. NOMENCLATURE, PERIOD AND NUMBER OF EVENTS**

Instead of separately naming `National Handloom Expos` and `Mini Handloom Expos` in future there would be only one type of expo called `National Handloom Expos`. Each expo would be for a period ranging 2 to 3 weeks. The Development Commissioner(Handlooms) would also decide every year number of events, place and period depending upon the requests from States, marketing potential of proposed location, availability of funds predetermined dates of District Level Fairs and Crafts Melas etc.

**3. OBJECTIVES :**

`National Handloom Expos` District Level Events, Craft Melas etc. would be organized to achieve 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:
- iv. to disseminate knowledge about the latest designs developed, contemporary trends and forecasts, among weavers and other users:

**4. PARTICIPATION**

(a) The following handloom agencies are eligible :-

- i. All levels of Handloom Cooperatives, Corporations and Societies.
- ii. Non-Government Organisations engaged in Handloom and fulfilling the norms laid by CAPART.

**(b) DISTRICT LEVEL EVENTS**

Weavers, Crafts persons and Primary Handloom Weavers Societies.

## (c) CRAFT MELAS

Weavers

**5. NUMBER OF PARTICIPANTS**

The O/o Development Commissioner (Handlooms) is the competent authority to determine number of participants for each event.

**6. PRODUCT COVERAGE**

Participants will be allowed to sell only handloom products.

**7. 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. instead of special rebate on sale.

**A. NATIONAL HANDLOOM EXPOS**

Nature of assistance	Agency	Place(Population) & assistance	Maximum assistance available
i) Stall rent 50% of actual area used OR 500 Sq. ft. for Primary OR 1500 for Apex Organisation.  500 Sq. ft. for Primary OR 1500 for Apex Organisation.	PHWCS/HDC/NGOs  Level	Population above 10 lakhs	Rs. 13 lakhs or actual whichever is less.
	Apex Coop. Fedn./ Handloom Corpn./ Regional Coop. Fedn./ National Bodies/other than as at (i)	Population upto 10 lakhs	Rs. 05 lakhs or actual whichever is less.
ii) Electricity Charges	For all Expos	All Expos—  Population above 10 lakhs/  Population upto 10 lakhs	50% of the Elect. Charges borne by participants

iii) Participation lump-sum assistance	All participants	Above 10 lakhs	Rs. 5000/- per participant. Rs.03.00 lakhs maximum
		Upto 10 lakhs	Rs. 3000/- per participant. Rs.01.20 lakhs maximum
iv) Publicity	Implementing Agency	Above 10 lakhs	Rs.10/- lakhs
		Upto 10 lakhs	Rs. 05/- lakhs
v) Backup Services	Implementing Agency	Above 10 lakhs	Rs.04/- lakhs
		Upto 10 lakhs	Rs. 02/- lakhs
vi) Administrative Expenses	Implementing Agency	Above 10 lakhs	Rs.03/- lakhs
		Upto 10 lakhs	Rs. 01/- lakhs
vii) Setting Up of Theme Pavilion	Implementing Agency	Above 10 lakhs	Actual or Rs.1.75lakhs
		Upto 10 lakhs	
viii) Display at Theme Pavilion	Weavers Service Centre	All Expos	Actual or Rs.25000/- whichever is less

Note: -FURTHER DETAILS ARE AT ANNEX-I

## B. DISTRICT LEVEL EVENTS

### ORGANISING AGENCIES

A) Director of Handloom  
Actual or Rs.

Existing Fairs,

1.5 lakhs

B) State Handloom Dev.

Mela and whichever is less

Corpn.

Festivals towards infrastructural

C) State Level Handloom and Coop. Fedns.

Actual or Rs. 50,000/-

D) District Rural Dev.

whichever is less Agencies towards publicity

E) All Regional Directors Under Office of D.C. Handicrafts

F) Weavers Service Centre For each event A sum of Rs.25,000/- will be paid to the WSC which is nominated to carry out field checking

### C. CRAFT MELAS

The handloom weavers are sponsored for participation in the Craft Melas i.e. Surajkund in Haryana, Shilpgram in Udaipur (Rajasthan), Taj Mahotsav in Agra (U.P.) and Shilparamam in Madhapur, Hyderabad (A.P.) by the O/o DC (Handlooms), Ministry of Textiles. The objective of the Mela is to promote handlooms and handicrafts. All above craft melas are annual features. These melas provide an opportunity to craft persons/weavers to demonstrate their traditional skills, display beautiful designs and variety of handloom products, outlet for sales and to know the market demand and consumer tastes. The visitors in turn get exposure to the wide range of available handloom products in the Market.

In order to ensure that genuine weavers get opportunity for participation in various melas and same weavers are not repeated, the following procedure is adopted:

i. The Weavers Service Centre, Director of Handlooms & Textiles /Managing Directors of Apex/ Corporations and Federations should identify all deserving weavers practising different craft/ disciplines in area of their jurisdiction on the basis of field survey and update the enrolment register maintained by them. Out of the list of deserving weavers so prepared, weavers who need Government support and can in turn market good and genuine handloom products and supply against orders taken in the craft melas as per delivery schedule are short listed. It is also enjoined upon all that a list of 20-30 Handlooms weavers be prepared and their proposals should come alongwith the complete bio-data with photographs attested by the sponsoring authority of the level of Officer not below the rank of Assistant Director of the Directorate of Handlooms and Weavers Service Centres and Head of the Marketing Division in the case of Apex Societies/Corporations and Federations in the prescribed format at Annexure-I.

ii. All the Weavers selected for participation in different craft melas are issued Identity Cards with photographs (to be collected from the Weavers) by the respective WSCs to check the cases of impersonation. If, there is no WSC in the area, the Weaver would be required to get it from M&SEC of Handicrafts or Director of Handlooms/Textiles in the area. The selected weavers are to sell only those handloom items, which have been indicated in the bio-data and produced by them. The defaulting weavers are dealt sternly and blacklisted for participation in future programmes.

iii. No weaver who is an office bearer of a Weavers Society/Institution Member in a Voluntary agency receiving grants from this office or any Governmental/quasi governmental agency or who is a Central/State Government/Corporation/Federation employee in any capacity or who is running any craft training institute sponsored by the Central/State govt./Corporation or who is related to any employee of this office including its field offices has to be selected/recommended for participation in any mela without prior written approval of this office.

iv. Adequate representation of women and SC/ST/OBC Weavers is to be ensured. As in the past, each discipline has to be adequately represented by selecting maximum number of National/ State Award Winners. Efforts has to be made not to nominate more than 3 weavers representing similar crafts from the same State for each mela. Out of this, not more than 2 would be selected. Adequate nomination of languishing and rare/extinct crafts has to be given and clearly indicated while sending a list. The weavers who have participated in the preceding two craft melas and 3 times since inception in any of these melas are not to be considered for participation in the same mela.

The Craftsperson/Weaver have to bring their tools, looms etc. to the mela site as all participants are required to demonstrate their skill daily from 10.00 a.m. to 12.00 Noon. In the event of

inability to demonstrate, the craftsperson/weavers have to vacate the stalls immediately.

The recommending authority (Officer not below the rank of Assistant Director) should take an undertaking from the craftspersons/weavers and certify the same as per proforma at Annexure-II.

State Tourism Zonal Cultural Centre etc.	As decided by the concerned agencies	Upto an amount of Rs.10.00 lakhs towards infrastructural, publicity etc. to be given to the mela organising authority like Surajkund Mela etc.
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## 8. WSCs THEME PAVILION IN EXPOS

8.1 To meet the objectives of para 3(iii) & (iv) a Theme Pavilion of 500-2500 sq. ft. as decided by the Development Commissioner for Handlooms would be set up in the Expo.

8.2 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.

8.3 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 for the expenses related to display in the Pavilion.

8.4 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.

## 9. 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 their marketing. This will be met out of the administrative expenses.

## 10. SPECIAL EXHIBITIONS

A) In order to diversify marketing channels in addition to National Handloom Expos, Special Handloom Expo/Exhibition could also be organized for fabric specific wool, silk etc. Area specific like North Eastern products etc., Item specific like sarees, bed linen, etc., Institution specific like for Handloom Development Centres etc. can also be organized by the Office of DC(Handlooms) keeping the assistance within the overall limits for a National Handloom Expo for the concerned city.

B) Any handloom agency organising an exhibition of handlooms for upto two weeks participated by handloom agencies, weavers, NGOs engaged in handlooms and fulfilling the norms laid by CAPART can also be given assistance upto 75% expenditure towards infrastructure and publicity.

## 11. ADVANCE, BALANCE, CHARGES FROM PARTICIPATING AGENCIES BY THE IMPLEMENTING AGENCIES.

i. Advance for Expos

Two-thirds of the total estimated amount payable, as at para 7 and 8 above, 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 Expo 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 .

## **ii. ADVANCE FOR DISTRICT LEVEL EVENTS**

Upto three-fourth of the total amount payable to any agency for events to be organized by any agency can be given as advance at the commencement of the financial year. Balance funds would be released by Office of DC(Handlooms) to the implementing agencies directly on submission of audited accounts duly certified by the Chartered Accountant / Govt. auditor through the Director of Handlooms.

## **iii. ADVANCE FOR CRAFT MELAS**

Upto three-fourth of amount payable to the organising agency can be released in advance. Balance amount would be released on submission of detailed account duly certified the Chartered Accountant.

## **12. 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, District Level Events and Craft Melas 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, District Level Events and Craft Melas 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.

## **13. ROLE OF PARTICIPANTS**

Participants are expected to develop market demand oriented products and offer incentive to consumers like discount etc.

## **14. FINAL REPORT**

After the conclusion of the Expo, a final report indicating the total area, the number of participants, level of sales, area allotted, feedback received, suggestions for future expos, inflow-outflow statement of funds, etc. is to be submitted by the Implementing Agency in Appendix-I (Form NHE-FR).

In order to simplify the procedures for submission of final report and accounts for settlement the following documents alongwith a certificate in the prescribed proforma may be sent to O/O DC (Handlooms) within three months of the completion of the event.

## **FOR EXPOS AND SPECIAL EXPOS**

1. Certificate
2. Audited accounts (Head-wise)
3. List of participants alongwith final report

4. Utilisation Certificate in the GFR-19A

### **FOR DISTRICT LEVEL EVENTS**

1. Certificate
2. Audited Accounts (Head-wise) and sales figures
3. Utilisation Certificate in the GFR-19A

Final report for district level events would be obtained in Appendix II (for DLE-II). The final report of Craft Melas would be taken from the organising agency. Balance payment of remaining amount would be done after this.

### **15. MONITORING**

Basic responsibility to organise a 'National Handloom Expo' as per the scheme would be of the implementing agency. Directors of Handlooms of the State where it is being held, nominate officers to see proper conduct of expo which would be included in the final report too. DC (Handlooms)/WSC independently nominates a representative from the Office of DC(Handlooms)/WSC or any other organisation to carry out sample checking of theme expos, District Level Fairs/Festivals/Craft Melas.

### **APPENDIX -I**

#### **(NHE-FR)**

#### **NATIONAL HANDLOOM EXPO - FINAL REPORT**

Implementing Agency will send a final report after the conclusion of the National Handloom Expo' covering the following issues.

1. Name of the Expo indicating Venue & City
2. Period
3. Total area including vacant space
4. Area allotted to participants
5. No. of participants
6. Level of sales
7. Is inflow & outflow of funds attached Yes/No
8. Publicity modes
9. Headwise details of expenditure
10. Suggestions for future expos.

Signature of the MD/Chief Executive of the Implementing Agency

Signature of the Chartered Accountant

Countersignature by the Director of Handlooms of the State

## APPENDIX -II

### DLE-II FORM

#### REPORT ON DISTRICT/REGIONAL LEVEL FAIRS/FESTIVALS.

##### 1. EVENT

- 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) Gathering
- ii) Total sale done during the Mela.

##### 3. ADMINISTRATIVE MAHINERY

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

##### 4. STALLS

- i) No. of stalls given to Handlooms Handicrafts with Nos. and area.

##### 5. PUBLICITY

Publicity of marketing of handloom/handicrafts 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.2.00 lakhs.

#### FUNDING PATTERN OF ASSISTANCE FOR ORGANISING NATIONAL HANDLOOM EXPO

S.No.	Type of Assistance	Places above 10 lakhs population	Places upto 10 lakhs population	Remarks
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1.	Stall Rent	Rs.13.00 lakhs 13.00 lakhs	Rs. 5.00 lakhs	Rs. 13.00 lakhs and Rs.5.00 lakhs as mentioned in Col.2 & 3 or 50% of the actual whichever is least. In case of National Handloom Expo having above 10 lakhs population it is expected to have atleast 45000 sq. ft. constructed area excluding theme Pavilion and 25000 sq. ft. area in case of places having population upto 10 lakhs. The Govt., of India assistance would be available for actual area utilized by the various agencies as per their entitlement of actual occupancy whichever is less. In case of lesser area utilized by the participating agencies assistance would be reduced proportionately.
2.	Electricity Charges	Rs.3.00 lakhs	Rs.1.80 lakhs	50% of the actual expenditure subject to the condition given in column 2 & 3.
3.	Participants lump-sum	Rs. 5000/- per participants subject to maximum of Rs.3.00 lakhs	Rs. 3,000/- per participant subject to maximum of Rs.1.20 lakhs	Above 10 lakhs population, 60 participants (Maximum)  Upto 10 lakhs population, 40 participants (Maximum)
4.	Publicity	Rs.10.00 lakhs	Rs. 5.00 lakhs	Scheme has a provision of organising seminar, workshop and buyer seller meet during the expo. Out of maximum amount given in col.2 & 3, maximum 75% or actual whichever is less is meant for exhibition publicity and 25% for workshop, seminar and buyer seller meet arranged during the expo

5.	Back up	Rs. 4.00 lakhs	Rs. 2.00 lakhs	Back up services includes fire brigades, bank security, first aid, post office, maintenance of ground, public convenience, public announcement etc. Assistance would be available maximum to the amounts mentioned in col. 2 & 3 or actual whichever is less.
6.	Administrative Expenses	Rs. 3.00 lakhs	Rs.1.00 lakhs	Out of maximum amount mentioned in col.2&3, 25% is meant for workshop, seminar BSM etc. Rest 75% is meant for holding exhibition.
7.	Theme Pavilion	Rs. 1.75 lakhs	Rs. 1.75 lakhs	Rs. 1.75 lakhs or actual whichever is less.
8.	WSC	Rs.0.25 lakhs	Rs.0.25 lakhs	Rs. 0.25 lakhs or actual whichever is less

## Appendix-I-A

### 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 report etc., have been scrutinized and found to be in order.

The actual detailed headwise 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 statements of accounts is recommended.

Sign.

Name

Designation

(Implementing agency)

Countersigned

Director/Commissioner (HL & Tex.)

Seal