

BRIEF ON HANDLOOM SECTOR

The Office of Development Commissioner of Handlooms, Ministry of Textiles is implementing the following schemes:

(1) National Handloom Development Programme (NHDP)

Main components:

- (i) Small Cluster Development Programme
- (ii) Handloom Marketing assistance
- (iii) Special Infrastructure projects
- (iv) Mega Cluster Development Programme
- (v) Concessional Credit/Weavers' MUDRA Loan
- (vi) Handloom Weavers' welfare
- (vii) Miscellaneous components

(2) Raw Material Supply Scheme (RMSS)

HANDLOOM CENSUS 2019-20

The number of handloom weavers, allied workers and handlooms are as follows:

S. No.	Parameters	4 th Handloom Census (2019-20)
1	Number of looms	28.20 lakh
		25.30 lakh in rural areas 2.90 lakh in urban areas
2	Number of Households	31.44 Lakhs
3	Number of Non-Households	5,457
4	Total number of Handloom Workers Male – 9,75,733 Female – 25,46, 285 Transgender – 494	35.22 Lakhs
a)	Total number of weavers	26.74 Lakhs
b)	Total number of allied workers {those who are involved in pre-loom (winding, warping, dyeing etc.) and post-loom activities (finishing, calendaring etc.)}	8.48 Lakhs
5.	Number of SC workers	4,84,144
	Number of ST workers	6,28,768
	Number of OBC workers	12,67,308
	Number of other workers	11,42,292
6.	Average number of working days in a year by a handloom worker	207

DETAILS OF SCHEMES:

(1) NATIONAL HANDLOOM DEVELOPMENT PROGRAMME (NHDP):

(i) SMALL CLUSTER DEVELOPMENT PROGRAMME:

Under Small Cluster Development Programme, need based financial assistance upto Rs. 2 crore per cluster is provided depending on the requirement of the cluster. Duration for implementation of the project is 3 years. Proposals are recommended by the State Government.

Impact of scheme by evaluation Study

During 2019-20, impact evaluation of 381 handloom clusters was conducted by independent third parties i.e. M/s. Price Waterhouse Cooper (PWC) Ltd., and M/s. Targus Technology Pvt. Ltd. As per evaluation report, the scheme has had positive impact on performance of the handloom sector and has played a major role in improving average earnings of handloom weavers from Rs.255/- to Rs.313/- per day and average increase in the number of working days in a year from 251 to 268.

Components & Funding pattern

- (i) Interventions like Baseline Survey, Diagnostic Study, Formation of Consortium, Awareness Programmes, Product Development, Exposure visits, participation in exhibitions/BSMs/ publicity, Documentation of cluster activities, service charges to designated agency, Project Management Cost, Engagement of Textiles Designer, wage compensation to the trainees for skill up-gradation, incentive to IA etc. are fully funded by GoI, excluding land cost.
- (ii) Other Interventions benefitting individual weavers directly, like Hathkargha Samvardhan Sahayata, lighting units etc. are funded in the ratio of 90:10 by GoI : Beneficiary
- (iii) Individual Worksheds for BPL/SC/ST/Women/differently-abled are funded 100% by GoI. For others Individual worksheds are funded in the ratio 75:25 by the GoI: Beneficiary
- (iv) Common Workshed is funded in the ratio 90:10 by the GoI: Beneficiary
- (v) Solar Lighting System for Common Workshed is funded in the ratio 90:10 by the GoI: Beneficiary.

Implementing agencies

- i. Central/State Government Organizations
- ii. National/State Level Handloom Organizations
- iii. Apex/Primary Handloom Weavers' Co-operative Societies.
- iv. Self Help Groups
- v. Producers' Companies

Terms of payment:

Funds are released in two equal installments:

- a) 50% of GoI share in 1st instalment as advance.
- b) 2nd instalment is released on receipt of UC of atleast 70% of release of 1st instalment.

State/UT-wise assistance provided for handloom clusters, weavers benefitted under skill upgradation, HSS Items, Lighting Units, and Workshed across the country from 2015-16 to 2024-25 (till 30th June 2024)

S. No.	State/UTs	No. of clusters provided financially assisted	Financially assistance Sanctioned/ Released (Rs.in lakh)	No. of weavers undergone Skill upgradation	No. of weavers provided upgraded looms & accessories	No. of weavers benefitted under individual workshed	No. of weavers provided lighting units	Total No. of weavers benefitted (5+6+7+8)
1	2	3	4	5	6	7	8	9
1	Andhra Pradesh	88	7,442.98	11,619	9,614	1,107	918	23,258
2	Arunachal Pradesh	25	1,588.31	1,022	1,015	287	717	3,041
3	Assam	80	6,608.36	17,375	9,026	1,173	0	27,574
4	Bihar	30	1,976.96	2,337	391	265	581	3,574
5	Chhattisgarh	12	770.79	2,519	939	0	45	3,503
6	Gujarat	7	238.41	1,122	455	0	0	1,577
7	Haryana*	0	26.46	275	76	22	2	375
8	Himachal Pradesh	18	787.08	1,414	548	124	58	2,144
9	Jammu & Kashmir	15	916.40	1,965	466	135	564	3,130
10	Jharkhand	30	1,486.51	2,000	1,533	391	881	4,805
11	Karnataka	9	1,037.42	1,672	5,311	194	847	8,024
12	Kerala	16	1,279.91	2,586	4,755	393	823	8,557
13	Ladakh	1	20.63					0
14	Madhya Pradesh	13	657.09	1,492	379	0	0	1,871
15	Maharashtra	10	570.12	2,255	527	90	103	2,975
16	Goa*	0	23.40	25				
17	Manipur	36	5,208.49	4,571	2,647	142	160	7,520
18	Meghalaya	6	440.98	1,108	240	60	245	1,653
19	Mizoram	26	1,919.37	1,862	1,409	145	191	3,607
20	Nagaland	15	863.58	1,055	694	24	1	1,774
21	Odisha	34	2,178.92	5,304	6,488	109	1,021	12,922
22	Punjab*	0	34.24	178	0	15	1	194
23	Rajasthan	3	112.32	682	138	26	25	871
24	Sikkim	2	86.74	0	20	7	7	34
25	Tamil Nadu	76	5,176.14	6,395	17,771	940	722	25,828
26	Telangana	35	1,642.08	2,624	1,284	73	38	4,019
27	Tripura	16	580.35	1,426	299	0	0	1,725
28	Uttar Pradesh	76	3,809.30	7,146	3,574	278	145	11,143
29	Uttarakhand	3	161.69	460	30	17	0	507
30	West Bengal	33	2,010.01	1,401	5,038	264	488	7,191
	Total	715	49,655.02	83,890	74,667	6,281	8,583	1,73,421

*Note: No proposals have been received from State Govt. of Haryana, Goa & Punjab for assistance of clusters. However, assistance to weavers for upgraded looms/accessories, lighting units, individual worksheds and skill upgradation training in technical areas etc. have been extended through concerned WSC.

(ii) HANDLOOM MARKETING ASSISTANCE (HMA):

Objectives:

- Develop and promote marketing channels in domestic and export markets and bring about linkage between the two in a holistic and integrated manner.
- Provide marketing opportunities to handloom workers with special focus on talented and uncovered weavers.

(a) Details of Domestic marketing events

Year	Domestic Marketing Events (NHDP + NERTPS)	
	No. of events	Funds released (Rs. In lakh)
2014-15 to 2020-21	1,597	16,347.35
2021-22	211	3,242.44
2022-23	210	2,864.62
2023-24	155	3,777.95
2024-25 (as on 30.06.2024)	39	426.99
Total	2,212	26,659.35

(b) Handloom Export Promotion

Objectives:

- Market penetration through organisation/participation in international fairs/exhibitions, big ticket events, BSM, RBSM etc., for export promotion of handloom products. Publicity and brand development through IHB, HLM and other measures.
- To assist in establishing international marketing linkages to suitable Apex/Primary handloom cooperative societies, corporations, producers' companies, handloom awardees, exporters, other talented weavers etc. who are producing exclusive exportable handloom products.

For export of handloom products, Handloom Export Promotion Council (HEPC), National Handloom Development Corporation Ltd. (NHDC) & Export Promotion Council for Handicrafts (EPCH) participate in various international fairs with the member handloom exporters through O/o DC(HL) to sell their handloom products in the international markets.

Year	International events				Year-wise export of Handloom Products (Export of 32 HS codes of HEPC) Achievement in Million USD
	Number of events participated	Spot orders book (Rs. In crore)	Business Enquiries generated (Rs. In crore)	Number of Participants	
2014-15 to 2020-21	112	334	929	2858	2,320.63
2021-22	14	3.12	28.06	317	266.88
2022-23	20	91.71	290.22	470	180.47
2023-24	19	130.07	275.90	665	138.45
2024-25 (as on 31.05.2024)	1	0	3.18	8	-
Total	166	558.90	1526.36	4318	2906.43

(c) Urban Haats - The scheme for setting up of urban haats at prime locations in the country was introduced in 1997-98 to enable the participating weavers/ craft persons to sell handlooms/handicrafts products directly to the customers, and encourage and facilitate authentic Indian weaves and crafts of various regions in the country by rotation. Financial assistance up to Rs. 8.00 crore is provided for setting up of Urban Haats (GoI DC(HL)/DC(HC) -80: IA 20). So far, 37 Urban Haats have been taken up throughout the country.

(d) Marketing Incentive (MI)

- Given to handloom agencies for preparing conditions conducive to marketing of handloom products.
- The handloom agency is to use this amount towards activities that would attract the consumers in order to gear up overall sales of handloom goods.
- The concept envisions handloom agencies to be able to adjust their prices towards increasing cost competitiveness of the products, improve designs and invest in infrastructure so as to improve the production and productivity.
- These incentives are calculated @ 10% on average sales of handloom products of the last 3 years which are equally shared between State Govt. and Central Govt., except in the case of National Level Handloom Organizations/Societies, where the entire assistance is borne by the Government of India.

(e) ‘Handloom Mark’ scheme- ‘Handloom Mark’ scheme was launched in the year 2006 to provide a collective identity to the handloom products and can be used not only for popularizing the handwoven products but can also serve as a guarantee for the buyer that the product purchased is genuinely hand woven. It also provides distinctive name in identifying the product or the manufacturer. So far, 24,643 registrations have been issued.

(f) “India Handloom” Brand- During the celebration of 7th August 2015 as National Handloom Day, ‘India Handloom’ Brand was launched for branding of high-quality handloom products to promote production of niche handloom products with high quality with zero defect and zero effect on environment. Since the launch of “India Handloom” Brand, 1,998 registrations have been issued under 184 product categories.

(g) Geographical Indications of Goods (Registration & Protection) Act 1999-

Geographical Indications of Goods is an indication or appellation of origin. It is used to identify agricultural natural or manufactured goods originating in a definite territory. Goods originating should have a special quality or characteristics or reputation based upon the climatic or production characteristics unique to the geographical location.

Financial assistance:

- Rs. 1.50 lakh for meeting the expenses in registering the designs/products.
- Rs.1.50 lakh to impart training to personnel of IA and for effective enforcement of G.I. registration.
- Financial assistance is also provided for organizing seminars, workshops etc., on merit of the proposal.

So far, a total no. of 103 handloom products and 06 product logos are registered under GI Act.

(h) National Handloom Day

To generate awareness about Handloom industry and its contribution to the socio-economic development of the country & increase income of weavers, 7th August was notified as National Handlooms Day vide Notification No. 2(14)/2015/DCH/P&E dated 29th July 2015 in the Gazette of India. Starting from the year 2015, National Handloom Day is celebrated every year on 7th of August. So far, 09 National Handloom Days have been organized at Chennai, Varanasi, Guwahati, Jaipur, Bhubaneswar and New Delhi (4) (one on virtual platform in 2020).

(i) Handloom awards: -

Handloom Awards are conferred upon Handloom Weavers, Designers, Handloom organizations and Marketing Agencies for showing excellence in the handloom sector.

Objectives:

- Recognize extraordinary skills and contribution of handloom weavers, designers, organizations and Marketing Agencies towards promotion, development and preservation of weaving tradition and welfare of the weaving community.
- Recognize talent and workmanship of young weavers, be role models and inspire others to emulate them.
- Reward individuals/ organizations to adopt innovative measures for marketing of handloom products and recognize their achievements.

No. of Awards: 25

Sl. No.	Name of awards	Category	Total no. of awards			Grand Total
			General	Exclusively for women	Total	
1	Sant Kabir Handloom Award	Weaving	5	1	6	6
2	National Handloom Award	Weaving	12	2	14	19
		Design Development	2	-	2	
		Marketing of handloom products	2	-	2	
		Start-up ventures/ Producer Company	1	-	1	
	Total		22	3	25	25

- Sant Kabir Handloom Awards and National Handloom Awards meant exclusively for the women handloom weavers are named as Sant Kabir Handloom Award/National Handloom Award (Kamaladevi Chattopadhyay Award).

(iii) SPECIAL INFRASTRUCTURE PROJECTS

(Introduced during 2021-22) Projects can be taken up in following areas:

- a. Designs oriented Projects
- b. Marketing Projects
- c. Capacity building of weavers, PCs, SHGs, Stakeholders
- d. Technology upgradation
- e. Common infrastructure Projects
- f. IIHT-related Projects

Status of projects taken up:

S. N.	Project	Implementing Agency	Status (as on 30th June 2024)
1.	Setting up of Craft Handloom Village at Kovalam (Distt. Thiruvananthapuram), Kerala Project Cost – Rs. 122.32 lakh GoI share – Rs.45.32 Lakh	M/s Uralungal Labour Co-operative Society (ULCS), Kozhikode	Project completed, Rs.40.79 lakh released.
2.	Setting up of Craft Handloom Village at Pranpur (Distt. Ashok Nagar), Madhya Pradesh Project Cost – Rs.745.40 lakh GoI share – Rs.402.215 lakh	Madhya Pradesh Tourism Board, Bhopal	Project completed & inaugurated on 06.03.2024, Rs.390.20 lakh released.
3.	Setting up of Craft Handloom Village at Moirang, Manipur Project Cost – Rs.531.65 lakh GoI share – Rs.402.00 lakh	Directorate of Handloom & Textiles, Govt. of Manipur	Project completed & inaugurated on 09.03.2024, Rs.388.50 lakh released.
4.	Setting up of Craft Handloom Village at Mohpara (Distt. Golaghat) Assam Project Cost – Rs.161.39 lakh GoI share – Rs.140.39 Lakh	Office of the SDO (Civil) Bokaghat Subdivision.	Project completed & inaugurated on 15.03.2024, Rs.161.39 lakh released.
5.	Setting up of Craft Handloom Village at Sharan (Distt. Kullu) Himachal Pradesh Project Cost – Rs.163.02 lakh GoI share – Rs.138.57 Lakh	Office of Deputy Commissioner of Kullu, Himachal Pradesh	Rs.106.77 lakh has been released.
6.	Setting up of Craft Handloom Village at Kanihama (Distt. Budgam) Srinagar. Project Cost – Rs.329.44 lakh GoI share – Rs.258.94 Lakh	District Development Commissioner of Budgam, Srinagar	Rs.233.05 lakh has been released.

7.	Setting up of Craft Handloom Village at Rampur, Bodh Gaya (Distt. Gaya) Bihar Project Cost – Rs.150.13 lakh GoI share – Rs.137.13 lakh,	M/s Nagar Parishad Bodhgaya, Bihar	Rs.123.42 lakh has been released.
8.	Setting up of Craft Handloom Village at Kunbi, Goa Project Cost – Rs.1738.69 lakh GoI share – Rs.1000.00 lakh	Goa Handicrafts, Rural and Small-Scale Industries Development Corporation (GHRSSIDC), Department of Handicrafts, Textiles & Coir, Govt. of Goa	Rs.500.00 lakh released as 1 st installment vide sanction order dated 19.06.2024.
9.	Restructuring & Branding of IIHT in Collaboration with NIFT. Project Cost – Rs.231.57 lakh GoI share – 100%, Duration – 15 months	National Institute of Fashion Technology (NIFT), New Delhi	Rs.115.785 lakh released as 1 st installment vide Sanction order dated 15.03.2022.

(iv) MEGA CLUSTER DEVELOPMENT PROGRAMME

Mega Handloom Clusters in various parts of the country can be taken up for their holistic development, drawing comprehensive development plans. Each Mega Handloom Cluster should cover at least 10,000 handlooms with GoI contribution upto Rs.30.00 crore per mega cluster. Nature and level of assistance to each Mega Cluster is need based.

Implementing Agencies

- i. National /State Level Handloom Organizations
- ii. State Director of Handloom concerned
- iii. Commissioner/Director of sericulture of concerned State
- iv. Central Government Organizations (WSCs/IIHTs)
- v. State Handloom Development Corporations
- vi. State Handloom Apex Co-operative Societies
- vii. Any other appropriate legal entity working for handlooms recommended by the State Govt.and approved by the DC (HL).

In case the project is to be implemented by the WSCs/IIHTs, the entire funding of the project, including land cost is borne by the GoI.

Duration of the Project: 5 years

Funding Pattern:

General States	–	GoI: State Govt./IA - 80:20
NER States, Himachal Pradesh, Uttarakhand, UTs of Jammu, Kashmir and Ladakh,	–	GoI: State Govt./IA - 90:10

Land cost is borne by the State Govt./Implementing Agency and is not part of the project cost. So far, nine Mega Handloom Clusters have been taken up.

Status of Mega Handloom Clusters upto 30th June 2024

Name of Mega Cluster	Total Project cost approved	(Rs. In crore)		Projects Status		
		GoI Share	Funds Released	Functional (Activities)	Being set up (Activities)	Small Clusters assisted
Varanasi (Uttar Pradesh)	60.07	52.59	50.00	2 (1 Garmenting Unit, 1 Processing Unit)	-	10
Sivasagar (Assam)	31.01	26.72	24.00	6 (1 Spinning Unit, 4 CFCs, 1 Retail Outlet)	-	5
Virudhunagar (Tamil Nadu)	56.60	48.01	44.33	9 (2 Design Studios, 1 Souvenir Shop, 5 Dye houses, 1 Marketing Complex)	1 (1 Marketing Complex)	16
Murshidabad (West Bengal)	36.86	30.97	28.03	4 (1 Automatic Silk Reeling Unit, 1 Spun Silk Unit, 1 Printing Unit, 1 CFC)	-	20
Prakasam & Guntur districts (A.P)	36.38	35.55	33.19	-	-	31
Godda & neighbouring districts (Jharkhand)	42.62	38.20	24.01	-	5 (1 Design Studio, 1 Value addition Centre, 1 Marketing Complex, 2 Printing Units)	30
Bhagalpur (Bihar)	6.34	6.03	5.28	2 (1 Dye House, 1 Design Studio)	-	10
Trichy (Tamil Nadu)	23.18	21.38	19.69	2 (1 Souvenir Shop, 1 Dye House)	1 (Dye House at Jayankondam)	22
Imphal East District (Manipur)	21.82	19.92	19.92	Individual interventions, Textile designer, Project Management cost & Miscellaneous interventions		
Total	314.88	279.37	248.45	25	7	144

(v) CONCESSIONAL CREDIT/WEAVERS' MUDRA LOAN:

Eligible beneficiaries to avail Loan

- i. Individual Handloom Weavers/Weaver Entrepreneurs
- ii. Self Help Groups/Joint Liability Groups
- iii. Handloom organizations, including Primary Handloom Weavers' Co-operative Societies, Apex Handloom Weavers' Co-operative Societies, State Handloom Corporations and
- iv. Special Purpose Vehicle (SPV)/consortia promoted by handloom weavers in Mega Cluster/Handloom Parks etc.
- v. Handloom Producer Companies

Components

Margin Money Assistance

- i. Individual Handloom Weaver/Weaver Entrepreneur - Margin Money assistance @20% of loan amount, subject to maximum of Rs.25,000/-.
- ii. Handloom organization - Margin money assistance @20% of loan amount, subject to maximum of Rs.20.00 lakh (margin money @Rs.2.00 lakh for every 100 weaver/worker).
Additional margin money requirement, if any as per banking norms is borne by the beneficiary.
- iii. Margin money assistance to Primary Handloom Weavers' Co-operative Societies/Apex Handloom Weavers' Co-operative Societies/State Handloom Corporations is provided on the recommendation of State Director of Handlooms

Interest Subvention

Subsidized loans at concessional interest rate of 6% for a period of three years are available to eligible handlooms organizations only. However, this is subject to interest subvention cap only upto 7% by the GoI. Interest subvention as applicable is provided maximum for 3 years.

Credit Guarantee

The loans extended to handloom organizations only guaranteed by the National Credit Guarantee Trustee Company (NCGTC)/Credit Guarantee Fund Trust for Micro & Small Enterprises (CGTMSE), as per decision of the Bank/Financial Institution concerned. Guarantee cover is effective from the date of disbursement of loan for 3 years.

Status of loans sanctioned and funds released under Concessional Credit/Weavers MUDRA scheme:

Year	No. of beneficiaries	GoI contribution released to NABARD/PNB (Rs. In crore)
2014-15 to 2020-21	2,64,984	73.02
2021-22	9,526	15.00
2022-23	7,789	8.00
2023-24	7,913	15.00
2024-25 (as on 30.06.2024)	2,945	-
Total	2,93,157	111.02

A centralized online system to credit the margin money directly to the loan account of weavers and interest subvention to concerned Bank branch named 'Handloom Weaver MUDRA Portal' has been developed in association with Punjab National Bank for online claim and disbursement of margin money, interest subsidy and credit guarantee fee. The portal became operational w.e.f. 1.4.2017 for all participating banks. Participating banks claim the financial assistance in terms of margin money; interest subvention and credit guarantee fee payable to the beneficiary weavers concerned, through the said portal.

(vi) HANDLOOM WEAVERS' WELFARE

Handloom Weavers' Welfare, a component of NHDP is being implemented for providing Social Security to handloom weavers, need based financial assistance to awardee weavers and scholarship to handloom weavers' children across the country. Details of the scheme are as under:

Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY):

The PMJJBY is an insurance scheme offering life insurance cover for death due to any reason. It would be a one-year cover, renewable on year-to-year basis. All handloom weavers/workers are eligible in the age group of 18-50 years. The annual premium share is as under:

GoI share	Rs.198/-
State Govt./Beneficiary's share	Rs.238/-
Total Premium	Rs.436/-

Pradhan Mantri Suraksha Bima Yojana (PMSBY):

The PMSBY is an insurance scheme offering accidental insurance cover for death or disability. It is a one-year cover, renewable on year-to-year basis. All handloom weavers/workers are eligible in the age group of 18-70 years. Entire annual premium of Rs. 20 is borne by Government of India.

Converged Mahatma Gandhi Bunkar Bima Yojana (MGBBY):

The Converged MGBBY is an insurance scheme offering life and accidental insurance coverage on death or disability for a closed group of handloom weavers/workers in the age group of 51-59 years, who were already enrolled under the MGBBY on 31.05.2017. The annual premium share is as under:

GoI share	Rs.290/-
State Govt./Beneficiary's share	Rs.180/-
Total Premium	Rs.470/-

Details of Benefits:

Insurance Coverage	Schemes		
	PMJJBY	PMSBY	Con. MGBBY
Natural Death	Rs.2,00,000	-	Rs.60,000
Accidental Death	Rs.2,00,000	Rs.2,00,000	Rs.1,50,000
Permanent Disability	-	Rs.2,00,000	Rs.1,50,000
Partial Disability	-	Rs.1,00,000	Rs.75,000

Enrolment Figures:

Policy year (1 st June to 30 th May)	Enrolment of handloom workers	
	PMJJBY/PMSBY	Converged MGBBY
2017-18 to 2020-21	3,47,349	1,33,049
2021-22	1,11,957	-
2022-23	69,909	-
2023-24	1,30,140	-
2024-25 (as on 30.06.2024)	-	-
Total	6,59,355	1,33,049

Support in indigent circumstances to awardee weavers/workers:

Financial support of Rs.8,000/- per month per awardee (Padma/Sant Kabir/National/State) handloom weavers/workers' above 60 years of age, in indigent circumstances having annual income below Rs.1.00 lakh, to be certified by Competent Authority of State Govt. concerned. This initiative has been introduced in NHDP guidelines from Oct, 2021. As on 30.06.2024, 255 applications of awardee handloom weavers/ workers have been sanctioned across the country.

Scholarship:

Financial Support as scholarship maximum upto Rs.2.00 lakh per annum per child including Rs.5,000/- per month as stipend is available to handloom weavers/workers' children (upto 2 children) for study in 3/4 years Diploma/Under Graduate/Post Graduate courses of Central/State Govt. recognized, Central/State Govt. funded Textiles Institutions. This initiative has been introduced in NHDP guidelines from Oct, 2021. As on 30.06.2024, 164 applications of handloom weavers/ workers' children have been sanctioned across the country.

Handloom Helpline Centre:

The helpline aims to provide single point of contact to weavers seeking solutions for their technical issues/schematic clarification. "Handloom Helpline Centre" has been set where professional queries of weavers are answered by the experts. The helpline no. 0120-6916700 (PRI number) and 18002089988 (Toll free number) function from 10.00 a.m. to 6.00 p.m. and provide information in 7 languages viz. Hindi, English and 5 regional languages (Telugu, Tamil, Kannada, Bengali & Assamese). As on 30.06.2024, 46,339 calls/grievances have been received in the helpline and all calls/grievances have been resolved.

(2) RAW MATERIAL SUPPLY SCHEME (RMSS):

Components of RMSS:

- **Transport Subsidy Component:** Freight reimbursement for transportation of yarn (All types)
- **Price Subsidy Component:** 15% Price Subsidy on Yarn (through DBT to linked bank account) with quantitative restrictions. This subsidy is available on cotton hank yarn, domestic silk, woollen and linen yarn and blended yarn of natural fibres with quantity restrictions.

Eligible Beneficiaries:

- I. Individual weavers.
- II. Agencies in which weavers are members i.e. Self Help Groups (SHGs), Joint Liability Groups (JLGs) and Cooperative Societies.
- III. Handloom Producer Company.
- IV. Weavers Entrepreneurs: Entrepreneur, who is involved in actual weaving activity along with marketing and other activities & owns Handlooms in his/her premises, will be eligible weaver entrepreneur. Number of Handlooms owned and functional in the premises of weaver entrepreneur will be counted for the raw material subsidy component purpose.

Implementing Agencies:

- I. National Handloom Development Corporation (NHDC).
- II. State Governments through Commissioner/Director of Handlooms & Textiles.
- III. State Handloom Corporations and Apex Societies under direct control supervision of the State Governments.

The rates for freight reimbursement, depot operating expenses and service charge of NHDC are as under:

Area	Freight			Depot operating charges	Service Charge to NHDC
	Other than Silk/ Jute/ Coir yarn	Silk yarn	Jute/ Coir yarn		
General States	2.5%	1%	10%	2.0% limited to Rs 15,000/- per month.	2%
In NER and Hilly areas	7.5%	2.25%	10%		2.5%

(% of value of yarn supplied)

The scheme is being implemented through National Handloom Development Corporation (NHDC), a Government of India Undertaking. Under the scheme the freight is reimbursed and depot operating charges @2% is given to depot operating agencies. At present, 511 such yarn depots are functioning throughout the country. Also, to reduce the delivery period and supply the smaller quantities, NHDC has opened at least one ware house in every State having weaver's presence. Accordingly, NHDC is operating 46 Yarn ware houses.

(Quantity of yarn supplied in lakh Kg.)

Year	Yarn Supplied under Transport subsidy only (1)	*Yarn Supplied under Price subsidy component (2)	Total Yarn Supplied under RMSS (1 + 2)	Funds released to implementing agency i.e. NHDC (Rs. In Crore)
2014-15 to 2020-21	6,122.57	1,505.74	7,628.31	1,240.33
2021-22	137.20	98.60	235.80	89.53
2022-23	179.30	125.41	304.71	139.70
2023-24	207.23	132.75	339.98	159.71
2024-25 (as on 30.06.2024)	43.32	29.39	72.71	77.98
Total	6,689.62	1,891.89	8,581.51	1,707.25

*All the yarn supplied under Price Subsidy is also given Transport Subsidy.

(3) THE PROTECTION OF HANDLOOM & IMPLEMENTATION OF THE HANDLOOMS (RESERVATION OF ARTICLES FOR PRODUCTION) Act, 1985

The Government of India promulgated the Handlooms (Reservation of Articles for Production) Act, 1985 dated 29.3.1985 with a view to protect the interests of the handloom weavers and rich cultural heritage of the country from the encroachment of the Powerloom and Mill sector on their livelihood. Initially, 22 articles were reserved for exclusive production on handlooms.

The Handlooms (Reservation of Articles for Production) Act, 1985 is being implemented by the Central and State Governments enforcement agencies by way of carrying out powerloom inspection in the field. In order to implement the Act effectively, targets to all the implementing agencies for inspection of powerloom units are fixed by the O/o D.C Handlooms under annual action plan. Wherever any violation is detected, suitable action under the provisions of the Act is initiated.

Presently 11 textile articles with certain technical specification are reserved under the Act for exclusive production on handlooms vide notification dated 3.9.2008. These articles are:

1. Saree,
2. Dhoti,
3. Towel, Gamcha and Angavastram,
4. Lungi,
5. Khes, Bedsheet, Bedcover, Counterpane, Furnishing (including tapestry, upholstery),
6. JamakkalamDurry or Durret,
7. Dress Material,

8. Barrack Blankets, Kambal or Kamblies
9. Shawl, Loi, Muffler, Pakhi etc.,
10. Wollen Tweed,
11. Chaddar, Mekhala/Phanek.

Features of the Scheme

- Special focus on identification of handloom products
- Inspection drives for curbing sale of fake HL products with IHB, HM/ GI labels in market/expo.
- Capacity building of Enforcement Machinery through trainings etc.,
- Assistance for training, awareness, publication of material for distinguishing genuine HL/GI products,
- Strengthening of Enforcement Machinery as per norms provided in the scheme guidelines.

The central assistance is released to the States for setting up establishment of enforcement machinery for implementation of the Handlooms (Reservation of Articles for Production) Act, 1985. States and UTs having 5,000 or more powerlooms are eligible for central assistance. Each subsidiary office shall be set up with additional 20,000 powerlooms in each pocket of powerloom concentration. Presently, 09 States are availing central assistance under the scheme.

Physical targets and achievements of Powerloom Inspection & funds provided for Enforcement Machinery					
Year	Target	Achievements (No. of powerloom inspections carried out)	FIRs filed	Convictions	Funds released for Enforcement Machinery (Rs. in Lakh)
2014-15 to 2020-21	22,43,802	23,33,111	541	462	1,773
2021-22	1,58,160	1,81,881	67	40	463.88
2022-23	1,65,192	1,88,642	53	61	500.00
2023-24	3,95,400	3,84,860	98	52	622.68
2024-25 (as on 30.06.2024)	3,95,400	31,545	9	6	48.10
Total	33,57,954	31,20,039	768	621	3,408

4. OTHER ONGOING INITIATIVES IN HANDLOOM SECTOR

- i) To enhance productivity, marketing capabilities and ensure better incomes, 151 Handloom Producer companies have been formed in different States.
- ii) For export promotion of handloom products, Handloom Export Promotion Council has been participating/organizing international marketing fairs/events. Besides, domestic marketing events are also organised in different parts of the country for the weavers to market and sell their products.
- iii) To integrate Craft promotion with tourism, 4 Craft Handloom Villages have been set up at Kovalam (Kerala), Mohpara (Assam), Prampur (Madhya Pradesh), Moirang (Manipur) and 4 other Craft Handloom Villages are being set up at Sharan (H.P.), Kanihama (J&K), Rampur, Bodh Gaya (Bihar), & Kunbi (Goa).
- iv) 16 Design Resource Centres have been set up in Weavers' Service Centres at Delhi, Mumbai, Varanasi, Ahmedabad, Jaipur, Bhubaneswar, Guwahati, Kancheepuram, Kolkata, Indore, Nagpur, Panipat, Meerut, Hyderabad, Bengaluru and Chennai with the objective to build and create design-oriented excellence in the Handloom Sector and to facilitate weavers, exporters, manufacturers and designers access design repositories for sample/product improvisation and development.
- v) Handloom weavers are on-boarded on Government e-Market place to enable them to sell their products directly to various Government Departments and organizations. So far about 1.50 lakh weavers have been on-boarded on the GeM portal.
- vi) To support handloom weavers, social media campaigns were organised under the #Vocal4Handmade in the year 2020, #MyHandloomMyPride in 2021 to 2023, besides various activities on MyGov platform and other social media platforms.
- vii) Considering the fact that the course curriculum for IIHTs has been in existence for some time now and beginning to look dated, a project in special infrastructure & IIHT related project under NHDP for restructuring and rebranding of 06 Indian Institutes of Handloom Technology (IIHTs) has been undertaken by associating NIFT. Under the project, diagnostic/critical analysis of current academic structure and need based restructuring thereof will be undertaken, including rebranding of the institutes. Incubation Centre will be set up in IIHTs as collaboration facilitators with various stakeholders. Stakeholder Mapping and partnership arrangements will be suggested to boost Handloom tourism.