

No: 4/56/2013/DCH/P&E  
Government of India  
Ministry of Textiles  
Office of Development Commissioner for Handlooms.

Udyog Bhawan, New delhi.

Dated 13<sup>th</sup> Jan.2014.

To

1. Secretary In-charge of Handlooms & Textiles of all NER States
2. Director In-charge of Handlooms & Textiles of all NER States
3. Managing Director, National Handloom Development Corporations Ltd., Lucknow
4. Secretary, ACASH, Pragati Maidan, New Delhi.
5. Executive Director, Handloom Export Promotion Council, Chennai
6. Officer In-charge of all Weavers Service Centres in NER States
7. Officer In-charge, IIHT, Guwahati.

Subject: Guidelines for implementation of “Market promotion of north eastern textiles & handloom products” under NER Textiles Promotion scheme ( NERTPS).

Sir,

Please find enclosed herewith detailed guidelines on “Market promotion of north eastern textiles & handloom products” under NER Textiles Promotion scheme ( NERTPS) for implementation during 12<sup>th</sup> Plan.

The detailed guidelines of has also been uploaded on the website [www.handlooms.nic.in](http://www.handlooms.nic.in).

You are requested to disseminate these guidelines to all concerned and ensure effective implementation of the scheme during the 12<sup>th</sup> plan period.

This issues with the approval of Development Commissioner for Handlooms.

Yours faithfully,

( Dinesh Singh)

Addl.Development Commissioner for Handlooms.

Tele: 2306 2402

Copy to:

1. Adviser, Planning Commission ( I&VSE), Yojana Bhawan, New Delhi.
2. Director, IFW, M/o Textiles, Udyog Bhawan, New Delhi
3. ADC(MCG)/ADC(JD)/CEO/Dir(MJ)/DDC(PK)
4. PAO(Textiles), Udyog Bhawan, New Delhi.

5. Director, NIC, Udyog Bhawan, New Delhi for uploading the guidelines “Market promotion of north eastern textiles & handloom products” under NER Textiles Promotion scheme (NERTPS) on the website [www.handlooms.nic.in](http://www.handlooms.nic.in)

## **Detailed guidelines for projects under market promotion of North Eastern Textiles & Handloom products under NER Textile promotion scheme (NERTPS)**

Handloom sector plays a dominant role in the cultural and economic development of the rural masses in majority of the north eastern states. Almost all tribes and communities in the hills and the plains of the region are actively engaged in this activity and bulk of the handloom output is contributed by people residing in hills and rural areas.

The objective of projects of market promotion of north eastern textiles & handloom products under NERTPS is to increase the handloom fabric production by way of establishing market linkages, to encourage innovation in designs and techniques for improvement in design capability, diversification of product lines and value addition, better access to domestic and export markets so that weavers are able to get continuous employment and improve their living standards.

The schemes contain the following components:

1. National level handloom expo within NER
2. National level handloom expo organised outside NER
3. Participation in international fairs/exhibitions
4. Organisation of BSM/reverse BSM
5. Designer intervention for marketing support
6. Organisation of fashion shows, quiz shows etc.
7. Engagement of brand ambassador for promotion of handloom products of NER
8. Development of online portal
9. IEC activities

### **1. National level handloom expo within NER:**

National level handloom expo of NER will be organised in major cities for a period not less than 14 days. There will be at least 80 to 100 participants in the expo. In order to provide wide choice to consumers in the expo, upto 20% of total number of stalls may be allotted to handloom weavers or their agencies of general states. One stall may be allotted to Textiles Committee for dissemination of information on “handloom mark” and issue of handloom mark labels.

#### **I. Participants:**

- i. All levels of NER handloom cooperative societies, corporations/federations
- ii. Self-help groups (SHG) /JLGs of NER engaged in handloom production

- iii. Non-Government organisations engaged in handloom and fulfilling the norms laid by CAPART
- iv. Weaver entrepreneurs of NER engaged in handloom weaving
- v. Sant kabir awardees, national awardees, state awardees & outstanding weavers
- vi. Consortia/ producer companies and SPVs of handloom clusters
- vii. Members registered with Handloom Export Promotion Council (HEPC)
- viii. Agencies registered under handloom mark

**II. Implementing agencies:**

- a. All State Director of Handlooms & Textiles of NER
- b. State Handloom Development Corporations/ apex handloom co-operative societies of NER
- c. National Handloom Development Corporation (NHDC) Ltd.,
- d. Association of Corporations and Apex Societies of Handlooms (ACASH)
- e. Handloom Export Promotion Council ( HEPC)

**III. Funding pattern:**

Financial assistance upto Rs.37.50 lakh will be provided towards meeting the expenditure on infrastructure, publicity, administrative expenses etc., out of which, upto Rs.5 lakh will be allocated to be paid as lump sum grant @ Rs.5,000/- per participant to meet the travel & transportation cost, insurance etc. The component-wise ceiling of expenditure is given below:

Sl.No.	Component	Amount ( Rs. in lakh)
1	Stall rent / infrastructure	18.00
2.	Electricity charges	3.00
3.	Participants lumpsum assistance	5.00 (Rs.5000/- per participant upto 100 participants)
4.	Publicity expenses	7.50
5.	Backup services	2.00
6.	Administrative expenses including Rs.10,000 for inspection by WSC.	1.50
7.	Theme pavilion including display	0.50
	Total	37.50

**IV. Release of funds:**

50% of the sanctioned fund will be released as advance to meet preparatory expenses. Balance amount or the actual expenditure incurred, whichever is less, will be reimbursed on submission of detailed audited statement of accounts, UC for the advance received,

statement of receipt and payment, performance report, copy of receipt for ground rent, electricity charges, publicity material etc.

#### **V. Monitoring and inspection of expo:**

- State Govt./implementing agencies/other organisations concerned will be responsible for overall implementation and monitoring of the programmes sanctioned to the implementing agencies.
- An inspection team comprising of Zonal Director, Weavers Service Centre, State government representative and representative of Development Commissioner (Handlooms) will be constituted for inspection purposes. The team will visit and carry out the inspection during the expo period.
- Implementing agencies will ensure submission of utilization certificate and audited accounts for enabling subsequent releases under the scheme and also other schemes of this office.
- Implementing agencies will also submit completion report of the project in detail alongwith outcome of the event.
- Further, a sum of upto Rs.10,000/- or actual expenditure incurred whichever is less will be paid by the implementing agency towards TA/DA for the official of WSC, who is nominated to carry out field checking out of the administrative expenses sanctioned.
- Under compelling circumstances, if WSC is not in a position to visit and inspect the expo, the Director of Handlooms & Textiles, may conduct the inspection by constituting a three member team.

#### **VI. 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 the prescribed format given at Annexure 'Form-II'.

In order to simplify the procedures for submission of final report and accounts for settlement, the following documents duly countersigned by the Commissioner/Director incharge of Handlooms along with a certificate in the prescribed proforma(FORM-II) may be sent to Office of the Development Commissioner (Handlooms) within three months of the completion of the event:

1. End of event certificate.
2. Audited accounts (head-wise)
3. List of participants alongwith final report.
4. Utilisation certificate in the GFR-19A.
5. Performance-cum-achievement report

#### **VII. Guidelines and terms and conditions for organising the expo within NER:**

- i) The Expo will feature at least 80 to 100 stalls, all of equal floor area.
- ii) Only handloom products will be sold during the expo.
- iii) The implementing agency should ensure that handlooms of all north eastern region is represented in the expo.
- iv) If stalls are 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 charged on expo accounts.
- v) The entrance gate, all publicity material should clearly mention “ National Level Handloom Expo: sponsored by Development Commissioner (Handlooms), Ministry of Textiles, Government of India” alongwith logo. The logo of Development Commissioner (Handlooms) and logo of handloom mark may be obtained from this office or downloaded from the website [www.handlooms.nic.in](http://www.handlooms.nic.in) and used in all publicity materials.
- 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. WSC concerned may be associated in the process.
- vii) A customer assistance centre will be set up in each expo and manned by officials of the implementing agency for assisting the visitors.
- viii) The Implementing agency will ensure that a record of agency-wise daily sales figures is maintained.
- ix) As far as possible, the expo 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 will be allowed under any circumstances and there should be strict and regular surprise check to ensure this.
- xi) The allotment of stalls should be done through open draw. This will ensure that the so called better located stalls are not cornered by a favoured few.
- xii) The expo will be organised by the implementing agency on no-profit-no-loss basis.
- xiii) The proforma for sending the proposal is enclosed ( Form-I)
- xiv) A copy of the receipt towards rent and electricity charges paid should be sent alongwith audited statement of accounts etc., for reimbursement.
- xv) The state governments are expected to provide assistance to the implementing agencies and participating agencies in organising expo in a befitting manner and to provide assistance like sponsoring of handloom mark registered agencies, adequate publicity support etc. to encourage marketing of handloom products.
- xvi) The host state is also expected to render assistance for proper organisation of the 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.
- xvii) Participants are expected to develop market demand oriented products. The participants are free to offer incentive such as discounts to consumers. However, each product will have MRP label fixed on the product.

## **2. National level handloom expo outside NER:**

National level handloom expo of north eastern region will be organised outside NER in cities having population above 25 lakh. The exhibition will be organised for a period not less than 14 days. There should be minimum 80-100 participants in the expo. In order to provide wide choice to consumers in the expo, upto 20% of total number of stalls may be allotted to handloom weavers or their agencies of general states. One stall may be allotted to Textiles Committee for dissemination of information on Handloom mark and issue of handloom mark labels.

**I. Participants: The following are the participants of NER only:**

1. All levels of NER handloom cooperative societies, corporations/federations
2. Self-help groups (SHG) /JLGs of NER engaged in handloom production
3. Non-Government organisations engaged in handloom and fulfilling the norms laid by CAPART
4. Weaver entrepreneurs of NER engaged in handloom weaving
5. Sant kabir awardees, national awardees, state awardees & outstanding weavers
6. Consortia/ producer companies and SPVs of handloom clusters
7. Members registered with Handloom Export Promotion Council (HEPC)
8. Agencies registered under handloom mark

**II. Implementing agencies:**

- a. All State Director of Handlooms & Textiles of NER
- b. State Handloom Development Corporations/ apex handloom co-operative societies of NER
- c. National Handloom Development Corporation (NHDC) Ltd.
- d. Association of Corporations and Apex Societies of Handlooms (ACASH)
- e. Handloom Export Promotion Council ( HEPC)

**III. Funding pattern:**

Financial assistance upto Rs.41.00 lakh will be provided towards meeting the expenditure on infrastructure, publicity, administrative expenses etc. out of which upto Rs.9.50 lakh will be allocated to be paid as lump sum grant @ Rs.12,000/- per participant to meet the travel & transportation cost, insurance etc. The component-wise ceiling of expenditure is given below:

Sl.No.	Component	Amount. (Rs.in lakh)
1	Stall rent / infrastructure	18.00
2.	Electricity charges	3.00
3.	Participants lumpsum assistance	9.00 ( Rs.12000/- per participant )
4.	Publicity expenses	7.50
5.	Backup services	2.00

6.	Administrative expenses including Rs.20,000 for inspection by WSC.	1.00
7.	Theme pavilion including display	0.50
	Total	41.00

#### **IV. Release of funds:**

50% of the sanctioned fund will be released as advance to meet preparatory expenses. Balance amount or the actual expenditure incurred, whichever is less, will be reimbursed on submission of detailed audited statement of accounts, UC for the advance received, statement of receipt and payment, performance report, copy of receipt for ground rent, electricity charges, publicity material etc.

#### **V. Monitoring and inspection of expo:**

- State Govt./Implementing agencies/other organisations concerned will be responsible for overall implementation and monitoring of the programmes sanctioned to the Implementing agencies.
- An inspection team comprising of Zonal Director, Weavers Service Centre, State government representative and representative of Development Commissioner (Handlooms) will be constituted for inspection purposes. The team will visit and carry out the inspection during the expo period.
- Implementing agencies will ensure submission of utilization certificate and audited accounts for enabling subsequent releases under the scheme and also other schemes of this office.
- Implementing agencies will also submit completion report of the project in detail alongwith outcome of the event.
- Further, a sum of upto Rs.20,000/- or actual expenditure incurred whichever is less will be paid by the implementing agency towards TA/DA for the official of WSC, who is nominated to carry out field checking out of the administrative expenses sanctioned.
- Under compelling circumstances, if WSC is not in a position to visit and inspect the expo, the Director of Handlooms & Textiles, Incharge of Handlooms may conduct the inspection by constituting a three member team.

#### **VI. 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 as per format attached. (Form-I1).

In order to simplify the procedures for submission of final report and accounts for settlement, the following documents duly countersigned by the Commissioner/Director

incharge of Handlooms along with a certificate in the prescribed proforma(FORM-II) may be sent to Office of the Development Commissioner (Handlooms) within three months of the completion of the event :-

1. End of event certificate.
2. Audited accounts (Head-wise)
3. List of participants alongwith final report.
4. Utilisation certificate in the GFR-19A.
5. Performance-cum-achievement report

## **VII. Guidelines and terms and conditions for organising the expo within NER:**

- i) The Expo will feature at least 80 to 100 stalls, all of equal floor area.
- ii) Only handloom products will be sold during the expo.
- iii) The implementing agency should ensure that handlooms of all north eastern region is represented in the expo.
- iv) If stalls are 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 charged on expo accounts.
- v) The entrance gate, all publicity material should clearly mention “ National Level Handloom Expo: sponsored by Development Commissioner (Handlooms), Ministry of Textiles, Government of India” alongwith logo. The logo of Development Commissioner (Handlooms) and logo of handloom mark may be obtained from this office or downloaded from the website [www.handlooms.nic.in](http://www.handlooms.nic.in) and used in all publicity materials.
- 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. WSC concerned may be associated in the process.
- vii) A customer assistance centre will be set up in each expo and manned by officials of the implementing agency for assisting the visitors.
- viii) The implementing agency will ensure that a record of agency-wise daily sales figures is maintained.
- ix) As far as possible, the expo 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 will be allowed under any circumstances and there should be strict and regular surprise check to ensure this.
- xi) The allotment of stalls should be done through open draw. This will ensure that the so called better located stalls are not cornered by a favoured few.
- xii) The expo will be organised by the implementing agency on no-profit-no-loss basis.
- xiii) The proforma for sending the proposal is enclosed ( Form-I)
- xiv) A copy of the receipt towards rent and electricity charges paid should be sent alongwith audited statement of accounts etc., for reimbursement.
- xv) The state governments are expected to provide assistance to the implementing agencies and participating agencies in organising expo in a befitting manner and to provide assistance like sponsoring of handloom mark registered agencies, adequate publicity support etc. to encourage marketing of handloom products.

- xvi) The host state is also expected to render assistance for proper organisation of the 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.
- xvii) Participants are expected to develop market demand oriented products. The participants are free to offer incentive such as discounts to consumers. However, each product will have MRP label fixed on the product.

### **3. Participation in international fairs:**

The objective of participation in international fairs and exhibitions is to provide marketing platform in the overseas markets for marketing of handloom products of NER, exposure to the international market and international publicity of handloom items.

**I. Participants:** The following are the eligible participants of NER:

- i. Handloom exporters
- ii. Weaver entrepreneurs
- iii. Individual weavers
- iv. Handloom agencies of NER

**II. Implementing agencies:**

- i. All State Director of Handlooms & Textiles of NER
- ii. State Handloom Development Corporations/ apex handloom cooperative societies of NER
- iii. Association of Corporations and Apex Societies of Handlooms (ACASH)
- iv. Handloom Export Promotion Council ( HEPC)

**III. Funding pattern:**

- i) **Infrastructure:** Upto Rs. 40.00 lakh would be given for space rent, stall construction/decoration, maintenance including administrative expenses and will also include TA, DA, boarding, lodging etc., of one person of implementing agency, who will be deputed for coordination purpose.
- ii) **Publicity:** Financial assistance upto Rs.10.00 lakh will be provided to the implementing agency for publicity, catalogues, brochures etc.
- iii) **Transportation of goods & travel grant to participants:** Transportation of goods and travel cost would be provided as per actuals subject to maximum of Rs.75,000/- per weaver.
- iv) **DA to participants:** DA to participants will be provide as per admissibility according to MEA.

**IV. Release of funds:**

50% of the sanctioned fund will be released as advance to meet preparatory expenses. Balance amount or the actual expenditure incurred, whichever is less, will be reimbursed

on submission of detailed audited statement of accounts, UC for the advance received, statement of receipt and payment, performance report etc.

#### **4. Organisation of Buyer seller meet /Reverse buyer seller meet:**

Market penetration through participation in buyer seller meet including reverse buyer seller meet will be undertaken. Assistance for visit of prominent buyers and representative of leading buying houses etc., for visiting BSMs in India will be provided.

##### **I. Implementing agencies:**

- i. All State Director of Handlooms & Textiles of NER
- ii. State Handloom Development Corporations/ apex handloom cooperative societies of NER
- iii. Association of Corporations and Apex Societies of Handlooms (ACASH)
- iv. Handloom Export Promotion Council ( HEPC)
- v. National Handloom Development Corporation Ltd. (NHDC)

##### **II. Funding pattern:**

Financial assistance upto Rs.40 lakh will be provided towards organising BSM/reverse BSM for venue cost, stall rent, stall decoration /maintenance, publicity, cost of catalogues, translation and interpreter charges, administrative expenses and any other component required for the purpose. Travel grant, boarding / lodging would be actual expenditure incurred or Rs.1.00 lakh per buyer, whichever is less.

##### **III. Release of funds:**

50% of the sanctioned fund will be released as advance to meet preparatory expenses. Balance amount or the actual expenditure incurred, whichever is less, will be reimbursed on submission of detailed audited statement of accounts, UC for the advance received, statement of receipt and payment, performance report, publicity material etc.

#### **5. Designer intervention for marketing support:**

Leading designers will be engaged to work in potentially viable / traditionally known clusters of NER to diversify handloom products and to develop handloom products suited to contemporary taste, train by internship or apprenticeship to local designers /master weavers, bring their collection to fashion design council or other similar international organisation platforms to market the products and establish marketing linkage.

##### **I. Implementing agencies:**

- i. All State Directors of Handlooms & Textiles of NER

- ii. State Handloom Development Corporations/ apex handloom cooperative societies of NER
- iii. National Handloom Development Corporation (NHDC) Ltd.
- iv. Association of Corporations and Apex Societies of Handlooms (ACASH)
- v. Handloom Export Promotion Council ( HEPC)

**II. Funding pattern:** Financial assistance will be provided for the following interventions:

- i. Designer honorarium including travel cost
- ii. Training to 5 local designers / national awardees
- iii. Samples development
- iv. Modification of looms / accessories
- v. Documentation /catalogue
- vi. Assistance for fashion show / international exhibition for brand promotion, BSM etc.
- vii. Project management cost to IA
- viii. Engaging technical person
- ix. Provision of CAD/CAM, creation / upgradation of dyeing facility etc.
- x. Brand promotion
- xi. Miscellaneous activities.

Project Monitoring Committee will be constituted under the chairmanship of Development Commissioner (Handlooms) with the approval of competent authority for approval of the project. The funding will be considered on merit basis by Development Commissioner for Handlooms with an upper ceiling of Rs.one crore per project.

**III. Release of funds:**

50% of the sanctioned fund will be released as advance to meet preparatory expenses. Balance amount or the actual expenditure incurred, whichever is less, will be reimbursed on submission of detailed audited statement of accounts, UC for the advance received, statement of receipt and payment, performance report etc.

## **6. Organisation of fashion shows:**

Fashion shows will be organised to promote handloom traditions of the northeast, especially for the national and international market. It will also bring the traditional handloom products on forefront among fashion industry not only in the country but also at international level.

**I. Implementing agencies:**

- i. All State Directors of Handlooms & Textiles of NER

- ii. State Handloom Development Corporations/ apex handloom cooperative societies of NER
- iii. National Handloom Development Corporation (NHDC) Ltd.,
- iv. Association of Corporations and Apex Societies of Handlooms (ACASH)
- v. Handloom Export Promotion Council ( HEPC)

**II. Funding pattern:**

Financial assistance upto Rs.15.00 lakh will be provided for organising the fashion show. However, in exceptional cases, when fashion shows is organised in a special way involving celebrities etc., at metropolitan cities. The funding limit may be enhanced by Development Commissioner for Handlooms on need and merit basis.

**III. Release of funds:**

50% of the sanctioned fund will be released as advance to meet preparatory expenses. Balance amount or the actual expenditure incurred, whichever is less, will be reimbursed on submission of detailed audited statement of accounts, UC for the advance received, statement of receipt and payment, performance report, publicity material etc.

**7. Engagement of brand ambassador for promotion of handloom products of NER:**

A need has been felt to have brand ambassador for promoting handlooms, to create awareness and increase popularity among younger generation. For this purpose, financial assistance will be provided and a suitable brand ambassador for North East may be engaged.

**I. Implementing agencies:**

- i. All State Directors of Handlooms & Textiles of NER
- ii. State Handloom Development Corporations/ apex handloom cooperative societies of NER
- iii. National Handloom Development Corporation (NHDC) Ltd.
- iv. Association of Corporations and Apex Societies of Handlooms (ACASH)
- v. Handloom Export Promotion Council ( HEPC)

**II. Funding pattern:**

The proposal will be considered on merit by a committee constituted by Development Commissioner for Handlooms and funding limit will be approved by Development Commissioner ( Handlooms).

**III. Release of funds:**

50% of the sanctioned fund will be released as advance to meet preparatory expenses. Balance amount or the actual expenditure incurred, whichever is less, will be reimbursed on submission of detailed audited statement of accounts, UC for the advance received, publicity made and other required documents..

## **8. Development of on-line web portal:**

Financial assistance for development of web portal with the objective of serving as a resource centre and provide e-marketing platform with b2b and b2c facility will be provided. The web site will be a single point easy access to information pertaining to policies and schemes, map of NER clusters with product details, traditional weaving techniques, productwise and regionwise information about handloom product, designer data base, payment gateway etc. Only one website for a state will be developed.

### **I. Implementing agencies:**

- i. All State Directors of Handlooms & Textiles of NER
- ii. State Handloom Development Corporations/ apex handloom cooperative societies of NER
- iii. National Handloom Development Corporation (NHDC) Ltd.,
- iv. Association of Corporations and Apex Societies of Handlooms (ACASH)
- v. Handloom Export Promotion Council ( HEPC)

### **II. Funding pattern:**

The proposal will be considered on merit by Development Commissioner for Handlooms and funding limit will be approved by Development Commissioner ( Handlooms).

### **III. Release of funds:**

50% will be released as advance to meet preparatory expenses. Balance amount or the actual expenditure incurred whichever is less will be reimbursed on submission of detailed audited statement of accounts, UC for the advance received, statement of receipt and payment, performance report etc.

## **9. IEC activities:**

Financial assistance will be provided for printing of brochures, production of films, documentaries & telefilm, organisation of seminars and workshops, road shows, live demonstrations and for any other miscellaneous promotional activities for promotion of handloom products of NER. 5% of budget allocation would be earmarked for IEC activities.

### **I. Implementing agencies:**

- i. All State Directors of Handlooms & Textiles of NER

- ii. State Handloom Development Corporations/ apex handloom cooperative societies of NER
- iii. National Handloom Development Corporation (NHDC) Ltd.
- iv. Association of Corporations and Apex Societies of Handlooms (ACASH)
- v. Handloom Export Promotion Council ( HEPC)

**II. Funding pattern:**

The proposals will be considered on merit by Development Commissioner for Handlooms and funding limit will be approved by Development Commissioner ( Handlooms) on merit of the proposal.

**III. Release of funds:**

50% will be released to the implementing agency as advance to meet preparatory expenses. Balance amount or the actual expenditure incurred whichever is will be reimbursed on submission of detailed audited statement of accounts, UC for the advance received, statement of receipt and payment, performance report etc.

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**FORMAT FOR SUBMISSION OF PROPOSAL FOR NATIONAL LEVEL SPECIAL HANDLOOM EXPOS-  
NER**

**FORM-I**

Special Handloom Hand	Area			Venue with Address			
	District						
Population							
Period of Expo (More than 2 weeks)	Date	Month	Year		Date	Month	Year
				To			
Total Area including Vacant spaces (Sq. ft.)	Sq. Ft. (Approx.)			No. of stalls proposed constructed for participation			
No. of participants expected							
<b>Head- wise estimated expenditure</b>							
i) Infrastructure: includes ground rent, construction of stalls for participants, fire brigade, Bank security, Insurance, first aid, post office, maintenance of Ground, public announcement etc.	Rs.			ii) Electricity charges			Rs.
iii) Participants lumpsum assistance( upto Rs.5.00 lakh for expo within NER or Rs.9.00 lakh for expo outside NER)	Rs.			iv) Publicity includes publicity through news papers, posters, pamphlets, cables, TV and banners etc.			Rs.

v) Backup services	Rs.	vi) Administrative expenses including Rs.10,000 ( expo within NER or Rs.20,000 ( expo outside NER) for inspection by WSC	Rs.
Theme pavilion including display			
All Fields are mandatory			

Signature of Head of Implementing Agency

with Seal

**NATIONAL LEVEL HANDLOOM EXPO- FINAL REPORT**

Implementing Agency will send a final report after the conclusion of the `National level handloom expo` covering the following items:

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. Head wise details of expenditure.
10. Number of beneficiaries
11. Suggestions for future expos.

Signature of the MD/Chief Executive of the Implementing Agency.

Signature of the Chartered Accountant.

Countersigned by the Director of Handlooms of the State.