

## India Handloom Brand

### Ministry

Union Ministry of Textile- Office of the Development Commissioner (Handlooms)

### About and Benefits

The 'India Handloom' Brand is aimed at generating a special market space and increased earnings to the weavers. Thus the concept of "India Handloom" is to brand the handloom products, which are exclusively catering to the 'quality', need of the socio-environmentally conscious consumer. This brand will enable producers to sell handloom products on E-commerce sites.

India Handloom has a membership based system, which will be valid for 3 years and is awarded based on strict quality parameters.

### Eligibility

Those eligible should fall under either of these categories:

- (a) Weavers
- (b) Master Weavers
- (c) Primary Co-operative Societies
- (d) Apex Handloom Societies,
- (e) Self Help Groups (SHG), Consortia, Producers Companies, Joint Liability Groups (JLG), Handloom Weavers Groups (HWG), etc

### Crafts eligible:

Refer to <http://handlooms.nic.in/writereaddata/2405.pdf> for crafts and quality expectations.

### The brand will certify on the following products:

- Sari
- Dhoti
- Dress material
- Scarf/stole/shawl
- Bed sheet/ bed cover
- Home furninishings
- Others

### How to apply

1. Download the application form from [http://handlooms.nic.in/User\\_Panel/DetailsView.aspx?TypeID=1114](http://handlooms.nic.in/User_Panel/DetailsView.aspx?TypeID=1114) or get one from the local Weaver Service Center and submit to them
2. Onsite verification will be conducted.
3. Once approved, a verification of Rs.500 per product item is charged. Payment can be made through cheque or Demand Draft payable to 'Textiles Committee' at Mumbai. For online payment log on to [www.textilescommittee.gov.in](http://www.textilescommittee.gov.in).
4. Once registered, artisans we will be allowed to use the India Handloom logo and sell to E-commerce sites, supporting it.

For more information log on to- <http://handlooms.nic.in/writereaddata/2404.pdf>,  
<http://handlooms.nic.in/>