

No. 4/76/2012/DCH/ P&E
Government of India
Ministry of Textiles
Office of the Development commissioner for Handlooms

Udyog Bhawan, New Delhi
Dated the 22 February, 2016

OFFICE MEMORANDUM

Sub: Engagement of retail stores for selling of India Handloom Brand (IHB) Products - reg..

Notice inviting Expression of Interest (EOI) was placed on website of this office, wherein proposals were invited from the eligible handloom organization for partnership framework for IHB retail stores. This will facilitate consumers to purchase India Handloom Brand products from these stores.

2. As per the partnership framework, the proposal of M/s. Assam Apex Weavers & Artisans Cooperative Federation Ltd. (ARTFED), Guwahati has been considered by the duly constituted committee and approved by competent authority for partnership framework for selling India Handloom Brand products in their store/outlet located at the following city on the following terms and conditions:-

1. M/s. Assam Apex Weavers & Artisans Cooperative Federation Ltd. (ARTFED), Ambari, Guwahati

Terms and conditions:-

- i Set aside an exclusive area within your store for showcasing and selling IHB branded products only.
- ii Only IHB branded products will be kept in this area.
- iii The staff manning this area should be specially trained for knowledge on the individual products and their process of production so that they can explain the discerning customers. Training material will be provided by Development Commissioner (Handlooms).
- iv Discourage consumers from asking for any discounts on IHB products by emphasizing on the quality and genuineness of the products coupled with the specific product features (fast and safe colours, use of natural fibres, usage of skin friendly dyes and zero defect products).
- v Include IHB in your communication/advertising plan in your local area to generate interest among consumers.
- vi Offer most favourable payment and other commercial terms to IHB product producers.

Other terms

- i. This partnership will be reviewed after a period of two years for the sales achieved and commercial terms offered to handloom producers.
- ii. Either party will be at discretion to discontinue the arrangement notice of one month after which store will not use IHB logo.
3. You may please take immediate action for launching of retailing of IHB products at the above mentioned place. You may contact IHB cell of this office for assistance related to design of signage for your store fascia, contact details of handloom production agencies registered under IHB, social media promotion, public relations exercise etc. Details regarding IHB registered holders are also available at www.indiahandloombrand.gov.in .



(Alok Kumar)
Development Commissioner for Handlooms

To

1. M/s. Assam Apex Weavers & Artisans Cooperative Federation Ltd. (ARTFED), G.N.B. Road, Ambari, Guwahati 781001, Assam.
2. All Weavers Service Centres - to support M/s. Assam Apex Weavers & Artisans Cooperative Federation Ltd. (ARTFED), Guwahati in operation of retail store for selling of India Handloom Brand (IHB) Products.
3. Incharge, India Handloom Brand Products Cell, WSC, Delhi.
4. All State Commissioner/Director, Incharge (Handlooms & Textiles).



(Alok Kumar)
Development Commissioner for Handlooms