

10% SPECIAL REBATE ON SALE OF HANDLOOM PRODUCTS/CLOTH

Handloom Sector ranks next only to agriculture in employment generation, being labour incentives and decentralized in nature has certain inherent disadvantages like high cost of production viz-a viz the powerloom and mill sector. The decentralized handloom weavers are totally dependent on handloom agencies and private traders for marketing of their products. The Govt. interventions in the form of support schemes have helped the handloom organization to market the handloom products of handloom weavers and thereby sustain their employment. Marketing has always been a problem with the handloom organizations/societies /weavers. Accordingly in order to augment marketing of handloom products particularly in the wake of stiff competition with textile products of powerloom and mill sectors, the GOI has approved introduction of the 10% rebate scheme. The main objective of the scheme is to provide marketing to the National Level Handloom Organizations/agencies like (i) National Handloom Dev. Corporation (NHDC), (ii) All India Handloom Fabrics Marketing Cooperative Society (AIHFMCS), (iii) Handicrafts and Handlooms Export Corporation (HHEC), along with State level organizations like (i) State Handloom Corporations/State Apex Cooperative societies/Handloom Federations/Regional Handloom organizations and (ii) Primary Handloom Weavers Cooperative Societies etc. by way of reimbursement of 10% rebate on sale of handloom cloths generated by them through their emporia and other sales outlets and /or by organizing/ participating in special fairs, exhibitions, participating in National/Special Handloom Expos, District Level Events etc. This would supplement their ongoing marketing efforts thereby creating scope for keeping the production cycle alive and sustain thereby the existing employment of handloom weavers. The Scheme is being implemented through the Assistant Directors of Handloom Dev. Department of J&K. The implementing agencies prepare their claims in the prescribed proforma and submit it to the Director-in-charge of Handlooms. Sales generated at all the National level Handloom expos/ Special Handloom Expos/ District Level Events/ Crafts Melas etc. approved by the Development Commissioner for Handlooms qualify for reimbursement of special rebate @ 10% of the value of the Handloom goods sold by the Handloom Cooperative Societies.

