

## **PROMOTION AND MARKET INTERVENTION.**

In order to provide opportunity to Handloom weaver to market their products and to expose consumers to Handloom Products from different parts of the country, a number of Handloom exhibitions are held at National, Regional, State and District Levels. Office of the Handloom Dev. Commissioner for Handlooms has been organizing such expos/ exhibitions/ Melas/events.

Publicity is essential to boost the handloom sector which is the 2<sup>nd</sup> largest source of employment after agriculture in the un-organized sector. Publicity and awareness will assist in promoting the interest of weavers and handloom Industry in more concerted manner and increasing awareness within and outside the sector of Developments in design and technology related matters. Publicity relating to handlooms by way of printing of posters, pamphlets and vouchers', books, catalogues, advertisements and syndicated columns/articles/editorials/specific supplements in newspapers/magazines and electronic media. On various occasions seminars/workshops are also organized to discuss and disseminate the latest know-how in handloom technology design development, revival of traditional designing etc. the objectives of the scheme are:

- (i) To assist in the sale of handloom products by organizing of exhibitions at National/Special/Regional/State/District Level.
- (ii) To provide facilities to consumers to purchase genuine handloom products from different parts of the country under one umbrella.

(iii) To generate awareness among weavers about the latest designs in the handloom sector.

(iv) To disseminate information about various schemes of Handloom Department by conducting of Awareness Camps/seminars/workshops etc.

(v) Reimbursement of stall charges upto 500 sq. Feet.

This scheme provides marketing and promotion of items specific, area specific handloom products. Further, this component will also provide for assisting to Handloom weavers for participating in expos and crafts melas sponsored by the Dev. Commissioner for Handlooms, Ministry of Textiles, Govt. of India, thus providing a variety of handloom products to the consumers under one umbrella.. With passage of time these have gained popularity and sales generated in these events have increased significantly. These expos are organized for a period of two to three weeks. The DC Handlooms decides every year the number of events, places and duration depending upon the requests from National Handloom Organization, States and its agencies. The stall charges paid by the weavers/Cooperatives at such Expos are subsidized by way of reimbursement to the participating entities/weavers, upto 500 Sq.ft. as per the guidelines issued by the Ministry of Textiles, Govt. of India from time to time. All level of Handloom Apex Cooperative Corporations/ Federation/ Primary Cooperative Societies/NGOs engaged in handlooms/Self help groups engaged in handloom production are eligible for participation in these expos. Under this scheme various national level functions such as **National Handloom Day** etc. are also organized.

This scheme was earlier known as **Publicity & Exhibition Scheme** but in the year 2015-16, it was renamed as **Promotion & Market Intervention Scheme**. The State share of the Market Intervention scheme under the National Handloom Dev.Programme is also paid under this scheme to eligible entities.