

**DRAFT
THE
MARK**



**REGULATIONS
HANDLOOM
STANDARDS**

**(LABELLING AND DISPLAY)
REGULATIONS, 2025**

MINISTRY OF TEXTILES



Textiles Committee

Ministry of Textiles
Government of India
P.Balu Road, Prabhadevi Chowk,
Prabhadevi, Mumbai-400 025

In exercise of the powers conferred by clause (4) and clause (17) of the Textiles Committee Act, 1963 (41 of 1963), and in line with the Certification Trade Mark

registered under Section 71 of the Trade Marks Act, 1999, the Central Government hereby makes the following regulations to regulate the use, labelling, display, and publicity of handloom products under the Handloom Mark Scheme administered by the Textiles Committee, as per the powers entrusted to it.

1. Short Title and Commencement

- (1) These regulations may be called the **Handloom Mark Standards (Labelling and Display) Regulations, 2025**.
- (2) They shall come into force on the date of their publication in the Official Gazette.

2. Definitions

In these regulations, unless the context otherwise requires:

- a) *Act* means the Textiles Committee Act, 1963 (41 of 1963);
- b) *Committee* means the Textiles Committee established under the Act;
- c) *Handloom Fabric* is defined as textile material produced on:
 - Hand-operated looms without the use of electrical power
 - Traditional pit looms, frame looms, or similar manual weaving devices
 - Looms where the weaver manually controls the entire weaving process
- d) *Handloom product* means any textile product manufactured by handloom as defined under the relevant provisions and guidelines issued by the Ministry of Textiles or the Textiles Committee;
- e) *Handloom Mark* means the certification mark granted under the Handloom Mark Scheme of the Textiles Committee to authenticate handloom products;
- f) *Licensee* or *Authorized User* means any individual, cooperative society, manufacturer, or entity registered under the Handloom Mark Scheme for the use of the Handloom Mark;
- g) *Label* means a Handloom Mark Label issued or authorized by the Textiles Committee bearing a unique number and printed security features;
- h) *Publicity* means any representation or advertisement in print, digital, electronic, or other media indicating the product is handloom or bears the Handloom Mark;

- i) *Implementing Agency* refers to the Textiles Committee designated by the Development Commissioner (Handlooms) to manage and implement the Scheme.

3. Description of the Applicant and nature of business:

The Office of the Development Commissioner for Handlooms (DCHL), Ministry of Textiles, Government of India, has formulated the **Handloom Mark (Origin Marking) Scheme** (hereinafter referred to as the *Scheme*) with the objective of establishing a unified and credible identity for the diverse range of handloom products across the country. The Scheme is intended to enhance price realization for genuine handloom producers and provide assurance to consumers regarding the authenticity and origin of handloom products.

The DCHL, being a department of the Central Government entrusted with the overall development and promotion of the handloom sector, is the proprietor and applicant for registration of the Certification Trade Mark under the provisions of the Trade Marks Act, 1999. The Certification Mark, as graphically depicted in Schedule I (hereinafter referred to as the *Mark*), may be affixed to handloom products in the form of a printed taffeta label or by stitching or tag-pinning, depending on the nature of the fabric and product.

As the rightful owner of the Certification Mark, the DCHL is authorized to administer and oversee the implementation of the Scheme through the **Textiles Committee**, a statutory body constituted under the Textiles Committee Act, 1963, functioning under the Ministry of Textiles (hereinafter referred to as the *Implementing Agency*). The DCHL and the Implementing Agency are both public bodies and do not engage in the commercial trade of handloom products or goods falling under the purview of the certification scheme. Their role is limited to regulation, oversight, and promotion of the objectives of the Scheme in the public interest.

4. Scope of the Regulation

(1) These regulations shall apply to:

- All products **claimed, described, marketed, sold, displayed, or advertised as “handloom”**;
- All entities involved in the **production, sale, export, or distribution of handloom products** including but not limited to Individual handloom weavers, Master weavers, Primary Handloom Weavers’ Co-operative Societies, Apex Societies, State Handloom Corporations, manufacturer exporters, organization engaged in handloom-related activities and approved to avail benefits under any scheme of the Development Commissioner for Handlooms (DCHL).
- All domestic and export-market handloom goods;
- Any individual or organization seeking to use the Handloom Mark for promotional or commercial purposes.

(2) Participation by entities not explicitly listed may be permitted upon approval by the Development Commissioner (Handlooms).

(3) The Scheme is applicable to whole of the country.

4. Mandatory Use of Handloom Mark Label

(1) Every product that is marketed, sold, exhibited for sale, or promoted as "handloom" must bear a valid Handloom Mark Label.

(2) The Label shall be affixed by stitching, tag pin, or other approved means, in accordance with guidelines issued by the Committee.

(3) The Label shall not be reused, duplicated, transferred, or tampered with.

(4) Display or sale of any product as "handloom" without such labelling shall be deemed misleading.

(5) Every producer, including individual weavers and producing societies, shall be registered under the Handloom Mark Scheme prior to affixing the Handloom Mark Label on any product.

5. Obligations of the Licensee / Authorized User

Every Licensee or Authorized User shall:

- (1) Ensure that only genuine handloom products are labelled with the Handloom Mark;
- (2) Maintain records of raw material procurement, production, sales, and label usage;
- (3) Submit periodic reports and self-certifications on the handloom authenticity of labelled products;
- (4) Facilitate inspection, audit, and verification by authorized officers;
- (5) Not permit any third party to use the Handloom Mark without express authorization.
- (6) In the case of traders or sellers, not registered in the Handloom Mark Scheme, shall ensure that every handloom product they market, sell, or distribute carries the Handloom Mark label and is traceable to its origin by maintaining documentation that links the product to the weaver or loom of production.

6. Prohibition of Misuse

No person shall:

- (1) Use or affix the Handloom Mark Label without registration or authorization under the Scheme;
- (2) Display or advertise any product as "handloom" unless duly certified and labelled;
- (3) Counterfeit, alter, or reuse Handloom Mark Labels;
- (4) Use any mark or logo deceptively similar to the Handloom Mark;
- (5) Mislead consumers through false labelling or claims.

7. Registration and Monitoring

- (4) Applications for registration shall be submitted to the Regional Office of the Textiles Committee with prescribed documentation.
- (5) The Committee may grant provisional registration for three months, subject to verification.
- (6) On-site verification will include checking looms, records, production activities, and supply chains.

- (7) Registration shall be confirmed after successful verification and agreement execution.
- (8) Continued authorization shall be contingent upon periodic monitoring and label usage.

8. Label Distribution and Record Keeping

- (1) Labels will be issued upon payment of fees fixed by the Committee.
- (2) Label entitlements may be based on previous consumption or verified need.
- (3) Non-utilization of labels for over two consecutive years will trigger re-verification.

9. Inspection, Search and Seizure

- (1) Authorized officers may conduct inspections of premises, verify accounts, and examine products
- (2) In case of violation, the Committee may seize labels, records, or products.
- (3) Due process including issuance of notice and opportunity of hearing shall be followed before penal action.

10. Penal Provisions

- (1) Any person found violating these regulations shall be liable under clause (17) of the Textiles Committee Act.
- (2) Without prejudice to the generality of sub-rule (1), the following specific provisions shall apply:
 - (a) Any unauthorized use, falsification, or counterfeiting of the Handloom Mark Label shall attract penalties under Section 103 and Section 104 of the Trade Marks Act, 1999, including imprisonment for a term which may extend to three years or with fine, or with both.
 - (b) Any person falsely applying the Handloom Mark or a deceptively similar mark without authorization shall be deemed to have committed an offence under Section 101 and Section 102 of the Trade Marks Act, 1999.
 - (c) Where a false trade description or false representation is applied to a handloom product, such act shall constitute an offence punishable under

Section 74 (Misrepresentation) and Section 316 (Forgery for the purpose of cheating) of the Bharatiya Nyaya Sanhita, 2023 (BNS), or any corresponding provision thereof.

- (d) In cases involving organized or repeated violations, the Committee may recommend prosecution in addition to cancellation of registration and forfeiture of goods.
- (e) Any attempt to obstruct or impede authorized inspections, or failure to maintain required records, shall attract penal consequences under both the Textiles Committee Act and applicable provisions of BNS.
- (f) Prosecutions under these provisions may be instituted by the Textiles Committee or any officer authorized by the Ministry of Textiles.

11. Revocation and Suspension

- (1) Authorization may be revoked in case of breach of regulations, false representation, or misuse of the Mark.
- (2) Suspension may be imposed pending inquiry.
- (3) Revocation shall be by written order following due process.

12. Appeal

- (1) Any person aggrieved by any order of rejection, suspension, or cancellation may appeal to the designated Appellate Authority within 30 days.

13. Power to Relax and Clarify

- (1) The Committee, with the prior approval of the Ministry of Textiles, may issue guidelines, relaxations, or clarifications to ensure effective and fair implementation.
- (2) The Regulations may be altered in the manner prescribed by the Trade Marks Act, 1999 and the rules framed thereunder.
- (3) All communications relating to this application may be sent to the following address in India:

Secretary

Textiles Committee
P Balu Raod, Prabhadevei, Mumbai ,
Mumbai-400 025.

OR

Development Commissioner (Handlooms)

Ministry of Textiles, Government of India
Textiles Committee Building,
P.Balu Road, Prabhadevi Chowk,
Prabhadevi, Mumbai-400 025

SCHEDULE I – FORMAT AND SPECIFICATIONS OF HANDLOOM MARK LABEL

- (1) The Label shall be printed on taffeta or other approved material.
- (2) Each Label shall contain a unique number, logo, and security features.
- (3) Specifications, design, dimensions, and affixation methods shall be notified by the Committee.

SCHEDULE II – PROCEDURE FOR REGISTRATION AND RENEWAL

Objectives of the Scheme:

- (1) Promote handloom products in domestic and international markets
- (2) Provide assurance to the consumers about the genuineness of the product origin.
- (3) Improve domestic and international marketing linkages to the handloom weavers.
- (4) Strengthen supply chain for Handloom products.
- (5) Improve price realization of the Handloom products in domestic and international market.
- (6) Improve the earnings of the handloom weaver community.
- (7) Facilitate uninterrupted workflow throughout the year to the handloom weavers.
- (8) Develop database on the handloom suppliers and weavers that will help in supporting the weavers of the existing scheme being implemented by the Government of India and the future plans.

Benefits of the Scheme:

- (1) The Scheme provides a collective identity to the hand woven products thereby facilitating brand building and sales promotion.
- (2) It enables the customers to instantly identify a genuine hand woven product and thus get value for money that helps increase in sales.
- (3) It facilitates in employment generation by promoting and boosting the hand-woven products thereby reflecting the pro-poor approach of the Government policies.
- (4) The Handloom Mark is a hallmark of powerful creative work that defines the product with clarity, distinguishing it from competition and connecting it with customers.

Working procedure:

Any Person or entity associated with the production of handloom fabric or products with and referred in the scope of the regulation above, may apply in the prescribed form to the Textiles Committee for registration and authorization for use of the Certification mark, also referred to as the Handloom Mark Label in the Scheme. Since the main objective of the scheme is to promote handloom products in domestic and international markets, and provide an assurance to the consumers about the genuineness of the product origin and as to the authenticity of the handloom product, the scheme will be implemented in such a manner as to encourage the use of the certification mark by all handloom weavers, without any discrimination, provided the requirements set down in the regulations are satisfied.

- a) The application fee is waived for all categories of applicants.
- b) The registration fee for Individual Weaver (IW) category is Rs.25/- (Rs. Twenty-five only).

- c) The registration fee for the Master Weaver (MW), Societies and other category is Rs.500/- (Rupees Five Hundred only).
- d) The applicants may pay applicable registration fee at the time of submission of application

Application Form:

- (1) The application for registration as users of certification Trade Mark shall be filed in the form prescribed in the Handloom Mark (Origin Marking) Scheme/Regulations. An online provision for the submission of the application is available
- (2) The online application number will be generated by the systems and the used for tracking the status of the application. .

Scrutiny

- (1) The scrutiny of application shall be carried out by the concerned Regional Office.
- (2) The defects in the application shall be notified to the applicant asking the applicant to rectify the same within one month or within such further extended period as may be provided by the Regional Officer.
- (3) The Regional Office may on expiry of notice period or further extended period, abandon the application if applicant fails to rectify the defects. The applicant shall be at liberty to file fresh application, if so desired.

Provisional Registration

- (1) The DCHL may, if satisfied either on recommendation of concerned state handloom department or otherwise grant provisional registration before on site verification to any user including Primary Co-operative Handloom societies (PCS) manufactures, exporters and merchant exporters who are registered exporters of Textiles Committee.
- (2) The provisional registration shall be valid for 3 months and would need to be confirmed after onsite verification, which shall be within 3 months of provisional registration.
- (3) The provisional registration, if not confirmed shall be deemed to have lapsed after expiry of 3 months.
- (4) The provisional registration granted if confirmed after on site verification shall be deemed to be as from the date of application and that date shall be the date of registration.

5.6 Refusal and Appeal

- (1) The Regional Office may, after scrutiny of on site verification report and after offering reasonable opportunity of being heard, to the proposed user reject the application and communicate the rejection.

- (2) The proposed user, if aggrieved, by order of rejection of application file an appeal before the authority prescribed in the scheme within 30 days of receipt of rejection order.

Site Verification

- (1) The on site verification team will be constituted by the concerned Regional Office of Textile Committee. Such on site verification of the applicant will include physical presence of handloom/s, on-going production activities, random checking of purchase orders for the hand woven fabrics, production centers, production, sales, distribution records etc., which are variable according to category of the applicant.
- (2) In the case of Apex Handloom Societies (AHS) & Handloom Corporations, under the control of the State Governments, the verification will be limited to the procurement records to the extent of minimum 10% at their office during on site verification. For all other categories, except individual weaver, 10% of the suppliers/members selected at random subject to a minimum of 2 and a maximum of 5 suppliers/members shall be verified. Production capacity may be estimated by the team for the installed handlooms based on work practices and professional judgment. The production so estimated shall be verified with production records.

Registration

- (1) On completion of on site verification, the scrutiny of on site verification report shall be carried out by RO and registration or confirmation letter, as applicable, shall be issued to the applicant by the concerned RO.
- (2) After registration, if the user has not purchased the Handloom mark labels for more than 2 consecutive years, appropriate verification measures including physical verification shall be carried out to ensure their existence as authorized users under the scheme.
- (3) DCHL will enter into an agreement with the proposed user (hereinafter referred to as the Authorized user) setting forth the terms and conditions governing the use of the certification mark by the Authorized user in relation to the specified handloom products. A standard form of agreement which will be entered into with such authorized users is in **Schedule III** of the scheme. As mentioned in the annexed Agreement, the certification mark labels, which will be used on the goods, will be supplied by the Implementing Agency on behalf of the proprietor on payment of a fee of Rs1.25 each or as may be decided from time to time.
- (4) In order to monitor the proper use of the certification mark, the DCHL and/or on his behalf the implementing agency has reserved their right of inspection of the user's premises for on site verification of production activities, books of accounts, registers, records or other documents and do periodic surveillance audits. On completion of on site verification, the scrutiny of on site verification report shall be carried out at RO level and registration or rejection or confirmation letter, as applicable, shall be issued to the applicant by the concerned RO. As a department of the Central Government, the DCHL and the Implementing Agency (which is a

- statutory body under the Ministry of Textiles), affirm that they have the necessary infrastructure and wherewithal, including technical manpower support, to administer the certification scheme to the public advantage.
- (5) It is a condition of use of the certification mark that the authorized user will use the mark only in relation to their handloom products provided that the originality of the said products is established under the Scheme, and certified by the implementing agency under these regulations. It is made mandatory on the part of the user to attach a self-certificate in the prescribed format, giving a guarantee that the products traded under the Scheme are wholly manufactured on Handloom. However, it will not be necessary to provide a self certification during every label purchase.
- (6) It is a condition of authorization that the user shall not use any other mark resembling the certification mark in question (Handloom mark) which has the effect of causing confusion to the user/consumer or unauthorized use or permit the use of the certification mark by third parties. The concerned Regional office shall ensure that the agreement with authorized user is executed before the first label purchase by the said user. The label entitlement for subsequent years may be assessed based on the previous year's label consumption or any documentary proof for additional label requirement such as purchase orders, export orders etc. In case any authorized user has not purchased the handloom mark labels for more than 2 consecutive years, appropriate verification measures including physical verification shall be carried out to ensure their existence as authorized user under the scheme.

SCHEDULE III – FORM OF AGREEMENT