

Dated : 12.01.2016

Proposals from leading handloom retail stores to enter into partnership with DC Handlooms for selling India handloom brand products are invited as per Brand India Handloom Partnership Framework given below :-

Brand India Handloom – Partnership Framework

About India Handloom

‘India Handloom’ is an initiative of the Ministry of Textiles, Government of India for branding of high quality handloom products from different parts of India. The brand ‘India Handloom’ was launched by the Hon’ble Prime Minister of India on the occasion of the first National Handloom Day on August 7, 2015. Its aim is to promote the production of niche handloom products having high quality with traditional as well as contemporary designs, zero defects and zero effect on environment. India Handloom will differentiate high quality handloom products in the market and assure the consumers by endorsing quality of handloom products in terms of raw materials, processing, embellishments, weaving design and other quality parameters.

Retail strategy

As part of the retail expansion exercise to make all its quality products available to discerning consumers across the country, brand India Handloom is now partnering with select retail partners who have the vision to deliver on the high quality parameters benchmarked for the retail presence of this brand.

What India Handloom shall do for you

1. Will design a special signage component for your store fascia which can be consistent across all the stores.
2. Will update your store name, address and contact nos in the IHB store locator list which will be flagged in all electronic, digital and print media paid advertising being planned for the brand through the year.
3. Will provide you (and keep updated) a list with contact details of handloom production agencies registered under IHB.
4. Will give you all promotional material required for branding and tagging of IHB products in the designated area inside your store- like posters, leaflets, banners, stickers, shelf strips – depending on the area available for this purpose inside the store.
5. Will promote your store as one of the key partners in development of the handloom sector on the active IHB social media channels (face book, twitter, instagram, google+) and also promote on the soon to be launched IHB you-tube channel
6. Will facilitate your public relations exercise through editorial coverage of your organization by organizing one-on-one interviews, press releases, media

familiarization trips etc with leading publications and television channels in the country

What you are expected to do for India Handloom

1. Set aside an exclusive area within your store for showcasing IHB branded products only
2. This area will function on the Shop-in-Shop concept, i.e, only IHB branding will be allowed in this area alongwith IHB products display and sale
3. The staff manning this area should be specially trained for knowledge on the individual products and their process of production so that they can give satisfactory answers to the discerning customers. Training material will be provided by Development Commissioner (Handlooms).
4. 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)
5. Include IHB in your communication/advertising plan in your local area to generate interest among consumers.
6. Offer most favourable payment and other commercial terms to IHB product producers.

Other terms

1. This partnership will be reviewed after a period of two years for further extension depending upon the sales achieved and commercial terms offered to IHB handloom producers.
2. Either party will be at discretion to discontinue the arrangement with one month notice after which store will not use IHB logo.

Selection of stores

Store will be selected on the basis of

1. Reputation of the Organisation
2. Image of the Store
3. Most favourable commercial terms for IHB producers

The Stores willing to enter into partnership with O/o DC Handlooms may sent a request alongwith following details :

1.	Name of organisation	
2.	Name of stores	
3.	Brief details with write-up about the store(s)	
4.	Established/started (date) of store	
5.	Annual sales turnover (Rs.)	
6.	Local contact person with details	

7.	Rolling out period after approval	
8.	Brief about commercial terms to be offered to handloom producers	
9.	Undertaking that the organisation will abide by partnership framework (to be signed by authorised person)	

The request may be sent to DC Handlooms, Room No. 55, Udyog Bhawan, New Delhi-110 011 or at email – [indiahandloombrand@gmail.com](mailto:indiahandloombrand@gmail.com)