

## TEXTILES COMMITTEE Handloom Mark Scheme

### 1 Registration for Handloom Mark Scheme.

Anyone involved in the production and marketing of Handloom products can register for Handloom Mark Scheme with Textiles Committee. In order to prevent the misuse of the scheme the applicants will be registered after onsite verification. Labels will be supplied on quarterly basis on the basis of estimated annual production and sale except in the case of exporters. More than 22000 users under different categories are registered under the Handloom Mark Scheme throughout the country and more than 13 crore products are tagged with Handloom Mark Labels. In total more than 9 lakh Handlooms are covered in the registration.

As per the recommendation of the MoT, following eligible weavers and manufacturers can register for the Handloom Mark

Sl. No	Type of users	User Category
1	Individual Weavers (IW)	Weaver
2	Master Weavers (MW)	
3	Primary handloom Weavers Co-operative Societies (COOP)	Society
4	Apex Handloom weavers' Co-operative societies or Handloom Corporation	
5	Other Agencies – Handloom Producers (Self Help Group, Consortium, Producer Companies, Joint Liability Group, Handloom Weavers Group, Federations)	Others

### 2. About Features of the Mobile app and Back-end portal:

Hon'ble Minister of Textiles Govt of India launched the mobile apps and the portal on the occasion of 7<sup>th</sup> national handloom day on 7 August 2020.

**Weaver App** : It is Mobile App which enable the weavers located at any corner of the country to apply for HLM registration through

the comfort of their homes by click of a button on their mobiles. A The Weaver App is available on Google play store.

<https://play.google.com/store/apps/details?id=com.hlm.weaver>

Alternatively weavers can register at [www.hlm.gov.in](http://www.hlm.gov.in)

The app provides choice of English and 10 Indian languages to choose from, is easy and yet secure to access through OTP based protocol, provides SMS and email notification for all transactions and also allows Online payment via SBI payment gateway.

Most importantly, the App gives complete control to the weaver as regards indenting of labels and maintaining his Label account balance.

**Customer App:** This app empowers all the customers of Handloom products to ascertain the veracity and originality of the product through unique and dynamic QR code labels affixed on each handloom product at a click of a button on the app. Besides, in case of genuine product, this app will give information about its weaver and for fake label, the app will immediately inform the customer about its fakeness and at the same time alert the administrators conveying Geo tag location of such fraud label sale.

The app also provides feedback mechanism to capture feedback from its users. The Customer App is available on Google play store.

<https://play.google.com/store/apps/details?id=com.hlm.customer>

**Handloom Mark (HLM) Admin app:**

The whole process of registration will migrate to the online HLM admin app including activities like scheduling of verification visit, cross verification of user data, audit trail of all activities, geo tagging of verification visits, label entitlement management as well as enabling real time monitoring.

**HLM web portal:** The Backend portal will be used by the Implementing agency to complete run the whole scheme in online mode giving complete MIS on each of the activities in the Scheme, handling of Labels including indent and charge

collections, tracking of label movement, role-based access etc.  
Click here for HLM Portal [www.hlm.gov.in](http://www.hlm.gov.in)

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