

No.13/1/2014-DCH/P&E  
Government of India,  
Ministry of Textiles,  
Office of the Development Commissioner for Handlooms

Udyog Bhawan, New Delhi  
Dated: 19<sup>th</sup> April, 2017

**OFFICE MEMORANDUM**

Subject: Engagement of M/s. Surekha Arts, Varanasi for e-marketing of handloom products.

Promotion of marketing of handloom products through e-commerce is one of the priority of Ministry of Textiles. In order to promote e-marketing of handloom products in a transparent, competitive and effective manner this Office of the Development Commissioner for Handlooms under Ministry of Textiles made a policy frame work under which any willing e-commerce platform with good track record can participate in online marketing of handloom products which was circulated vide this office O.M.No. 13/1/2014-DCH/P&E dated 21.8.2015.

2. As per the policy frame work, the application of M/s. Surekha Arts, Varanasi Uttar Pradesh – 275101 (Web address:- [www.HolyWeaves.com](http://www.HolyWeaves.com) ), a e-commerce entity has been considered by the duly constituted committee and approved by competent authority for this purpose to work for promotion of online marketing of handloom products in collaboration with this office on the following terms and conditions:-

i) M/s. Surekha Arts, Varanasi, (hereafter called service provider), will make priority display of handloom products through a banner on its home page leading to an exclusive section for certified/ branded handloom products which either have ' India Handloom, Brand or Handloom mark.

ii) As per our e-commerce policy frame work the service provider will not charge more than 8% of the sale price for provision of all the services including photography, cataloguing, payment gateway charges, collection & courier charges and insurance charges.

iii) The service provider will ensure that the amount of sale proceeds is promptly transferred to the bank account of the handloom producers/weavers.

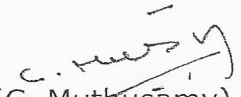
iv) The service provider will also comply with any other guidelines/conditions as may be notified by the Development Commissioner for Handlooms in the interest of the handloom producers/weavers.

v) The service provider will be required to send a brief monthly report to O/o Development Commissioner for Handlooms about number of handloom producers/ weavers who have availed their facilities, numbers of handloom products and sale price of such products sold during the month.

vi) In case, it is found at any time that the approved e-commerce entity has violated any of the conditions as mentioned above, the approval would be withdrawn and the same would be notified on the website of Office of the Development Commissioner for Handlooms without prejudice to any other action as per applicable law.

vii) The area of operation of M/s. Surekha Arts, Varanasi will be Uttar Pradesh, Gujarat, Tamilnadu, Telangana and Andhra Pradesh.

3. Office of Development Commissioner for Handlooms will give all support to promote marketing of handloom products as per the ibid e-commerce policy frame work.

  
(C. Muthusamy)  
Director

To

- 1 M/s. Surekha Arts, Varanasi Uttar Pradesh - 275101 (Web address:- [www.HolyWeaves.com](http://www.HolyWeaves.com) & E Mail Address :- [umang.a@holyweaves.com](mailto:umang.a@holyweaves.com), [support@holyweaves.com](mailto:support@holyweaves.com)).
- 2 All Weavers Service Centres - to support M/s. Surekha Arts, Varanasi E-Commerce Private Limited for promotion of online marketing of handloom products w.r.t. O.M.No.13/1/2014-DCH/P&E dated 21.8.2015.

  
(C. Muthusamy)  
Director