

INDIA HANDLOOM BRAND (IHB) : AN INITIATIVE TO PROMOTE ZERO DEFECT & ZERO EFFECT HANDLOOM PRODUCTS

1.0 INTRODUCTION

The India Handloom Brand (IHB) is a key initiative launched by Shri Narendra D. Modi, Hon'ble Prime Minister of India on the occasion of first National Handloom Day, August 7, 2015 with an aim to develop a niche market for hand woven textiles with distinct identity. The India Handloom Brand ensures the products in terms of quality, use of no child labour in the process of production, and environmental compliances for earning trust of the customers. The brand aims to distinguish authentic handloom products from other products & promote zero defect and zero effect products for the benefit of the sector & consumers.

INDIA HANDLOOM

COMFORT | STYLE | FASHION

Hence ensures both originality and quality of the handloom products. The hand woven textiles covered under Handloom Reservation Act, Registered under Geographical Indication (GI) 1999, and products approved by the committee, constituted for the purpose are registered under IHB with the following objectives.

- To earn the trust of consumers by endorsing the quality of handloom products in terms of raw materials, processing, embellishments, weaving design and other quality parameters.
- To ensure social and environmental compliances in production of handlooms.
- To create a niche market space for high quality handloom products which cater especially to the demand for diverse products among the younger generation and export markets with high growth potential.
- To increase the earnings of the weavers through branding age old handloom products of the country.

1.1 IMPLEMENTATION

Textiles Committee has been assigned the task of registration, certification, testing of samples for conformity assessment & Evaluation of key parameters by following a rigorous process.

The TC is following a complete digital process for receiving application and issuance of certificates through a dedicated website, www.indiahandloombrand.gov.in for the purpose.



1.2 CERTIFICATIONS AND LABELS

A specialized label has been designed for the purpose. The IHB label contains a logo designed for the purpose along with QR code. A 13 digit code depicting different aspects of the registration has been incorporated on QR code for traceability purpose, so that the registered users can use it on IHB registered products.

1.3 BENEFITS

The India Handloom Brand offers several benefits to various stakeholders:

- Handloom products with the premium India Handloom brand would be differentiated from other products in terms of quality, social accountability, & eco-friendliness.
- The registration also ensures that the azo free dyes used in the process of production & hence ensure that the product is good for human health.
- Through the brand, the customer will be assured that the product quality is high because of proper texture, use of good quality yarns and dyeing with safe dyes which are free from banned amines.
- Bulk buyers and exporters will be able to source quality branded fabrics as per their designs.
- Weavers will be able to get orders and higher price for their products.
- Active promotion of brand by the govt. will help the manufacturers as well as consumers and create demand for products with the India Handloom brand.

1.4 CONCLUSION

The India Handloom Brand serves as a hallmark of excellence, authenticity, and sustainability in the handloom sector, benefiting consumers seeking quality products and empowering weavers through better market opportunities. The consumer should look for IHB label being supplied to the registered user, while purchasing handloom product.