

Addendum to already issued guidelines of Integrated Wool Development Programme (IWDP)

Name of Component : Human Resource Development & Promotional Activities (HRD)

3.10. Sub-component :Development of Indian Wool Mark

3.10.1. Objective- In India there is no standard label available to certify authenticity of pure wool products. Woolen industry uses Wool Mark, owned by Australia. There is need to develop an exclusive Indian wool mark to so that genuine pure wool products can be made available in the market for the general public. It will help in distinguishing wool based products to that of other products for the benefit of the customers and help the products to get premium price. Since the woolen textile industry in the country is mostly MSME, the Indian Wool Mark will facilitate the growth of the industry through branding in addition to ensuring quality of the product. This would lead to increase in demand for domestic wool, better remuneration to wool growers and further enhance the export of woolen products. Financial assistance would be provided to appropriate Govt. agency to develop the Indian wool mark along with SOP and guidelines for the user industry.

3.10.2. Implementing Agency: -

- Textiles Committee (MOT) or any other Central/State Govt. organization.
- Central/State/UT Statutory/Autonomous/Advisory body
- State/UT/Central Govt. Departments/Organizations

3.10.3 Conditions

- The I.A shall Submit DPR along with components wise physical & financial breakup.
- Implementing Agency will develop the Indian Wool Mark along with Standard Operating Procedure (SOP) for distribution, use of developed mark.
- IA will also mention the testing standards of BIS to be used during testing/inspection of the samples.
- IA will also mention the procedure for registration of users, inspection of the production units, and production and distribution of Marks on nominal cost, preparation of surveillance mechanism.
- The I.A shall submit the annual fee and Mark Charges in the DPR.
- Time period- The project shall be completed within 24 months from the release of 1st installment.
- In case of any unjustified, unreasonable lapses in the implementation of the project, IA shall refund entire grant with interest.
- Implementing Agency (IA) has to submit a closer report that outcome of the project have been achieved, utilized the grant, submit the progress report etc.. CWDB will place report in the Technical Committee (TC) and TC will give approval for closing of project.

- Each project has to be implemented within the time limit prescribed/approved by TC. The TC is empowered to extend the implementation period of project based on written request submitted by IA to CWDB.
- The grant amount shall be released in following manner :-
 - ✓ 1st installment : 60% of the total grant at the time of sanction of the project
 - ✓ 2nd installment : 40% after receiving UC of 1st installment and inspection report

3.10.4. The Budget Allocation, Unit Price, Physical Targets, Output / Outcome Indicators for 5 years are as under:-

Sub-components/ Allocation	Unit price and Target for 5 years	Output		Year wise indicative output					Outcome		Impact
		output	Indicator	21-22	22-23	23-24	24-25	25-26	Outcome	Indicator	
Development of Indian Wool Mark (Allocation- Rs. 200 Lakh)	Unit price :- 200 Lakh Targets for five years :- 1 Indian wool mark	Financial assistance for Development of Indian Wool Mark sanctioned	Project for Development of Indian wool mark sanctioned	1	-	-	-	-	Indian wool mark developed	No. of wool mark developed	Branding of Indian woollen products

3.10.5. Beneficiaries- Woolen Industry, traders, Weavers/artisans, co-op. societies and buyers of woolen products

3.11. Sub-component :Development of Kaleen (Carpet) Mark

3.11.1. Objective:- Indian handmade knotted and tufted carpets have a unique place in the international market. Handmade carpets enjoy maximum share in the total export of woolen products from India. There is growing demand for handmade carpets meeting the international benchmarks like made from organic wool, organically dyed, traceability of wool, etc. Efforts are required to focus on branding of Indian handmade carpets in the international market through development of Kaleen mark. This would lead to increase in demand for domestic wool, better remuneration to wool growers and further enhance the export of handmade carpets. Presently in India there is no standard label available which can be put on the pure wool handmade carpets to certify its authenticity. Now a days machine made synthetic carpets are being sold in the name of pure wool handmade carpets in the markets. There is need to develop an exclusive Indian Kaleen mark so that genuine pure wool handmade carpets can be available in the market for the general public. Financial assistance would be provided to an appropriate Govt. agency to develop the Indian Kaleen mark along with SOP and guidelines for the user industry.

3.11.2. Implementing Agency: -

- Textiles Committee (MOT) or any other Central/State Govt. organization.
- Central/State/UT Statutory/Autonomous/Advisory body
- State/UT/Central Govt. Departments/Organizations

3.11.3. Conditions

- The I.A shall submit DPR along with component wise financial break up.
- Implementing Agency will develop the Kaleen Mark for woolen carpets along with Standard Operating Procedure (SOP) for distribution, use of developed mark.
- IA will also mention the testing standards of BIS to be used during testing/inspection of the samples.
- IA will also mention the procedure for registration of users, inspection of the production units, and production and distribution of Marks on nominal cost, preparation of surveillance mechanism.
- The I.A shall submit the annual fee and Mark Charges in the DPR.
- Time period- The project shall be completed within 24 months from the release of 1st installment.
- In case of any unjustified, unreasonable lapses in the implementation of the project, IA shall refund entire grant with interest .
- Implementing Agency (IA) has to submit a closer report that outcome of the project have been achieved, utilized the grant, submit the progress report etc.. CWDB will place report in the Technical Committee (TC) and TC will give approval for closing of project.
- Each project has to be implemented within the time limit prescribed/approved by TC. The TC is empowered to extend the implementation period of project based on written request submitted by IA to CWDB.
- The grant amount shall be released in following manner :-
 - ✓ 1st installment : 60% of the total grant at the time of sanction of the project
 - ✓ 2nd installment : 40% after receiving UC of 1st installment and inspection report

3.11.4. The Budget Allocation, Unit Price, Physical Targets, Output / Outcome Indicators for 5 years are as under:-

Sub-components/ Allocation	Unit price and Target for 5 years	Output		Year wise indicative output					Outcome		Impact
		output	Indicator	21-22	22-23	23-24	24-25	25-26	Outcome	Indicator	
Development of Kaleen Mark (Allocation- Rs. 200 Lakh)	Unit price :- 200 Lakh Targets for five years :- 1 Kaleen mark	Financial assistance for Development of Kaleen Mark sanctioned	Project for Development of Kaleen Mark sanctioned	1	-	-	-	-	Kaleen mark developed	No. of Kaleen mark developed	Branding of Indian handmade carpets

3.11.5. Beneficiaries- Carpet Weavers/artisans, co-op. societies and buyers of carpets

Name of Component : Pashmina Wool Development Scheme (PWDS)

4.9 Sub-component : Development of pashmina mark/label

4.9.1 Objective- The aim of sub-component is to develop a pure pashmina mark to ensure the availability genuine pashmina products. With the counterfeit Pashmina trade flourishing within and outside the country, there is possibility of dwindling future for the original producers of Pashmina products in the coming years. Though the Pashmina wool has been registered under GI Act, but without the standardization and labeling of the authentic quality products, it may be difficult to ensure the quality. Hence there is a need to develop a Pashmina mark to distinguish between pashmina and woolen products. It will help in protecting and promoting the genuine pashmina products and branding of pashmina products in domestic as well as in international market. Manufacturers will be able to sell pashmina products containing the pure pashmina mark.

4.9.2 Implementing Agency

- Textiles Committee (MOT) or any other Central/State/UT Govt. organization.
- Centre/State/UT Statutory/Autonomous/Advisory Bodies

4.9.3. Conditions-

- IA may include other Govt. organization for development of pashmina mark.
- The I.A shall submit DPR along with components wise physical & financial breakup.
- Implementing Agency will develop the Pashmina Mark along with Standard Operating Procedure (SOP) for distribution, use of developed mark.
- IA will also mention the testing standards of BIS to be used during testing/inspection of the samples.
- IA will also mention the procedure for registration of users, inspection of the production units, and production and distribution of Marks on nominal cost, preparation of surveillance mechanism.
- The I.A shall submit the annual fee and Mark Charges in the DPR.
- Time period- The project shall be completed within 24 months from the release of 1st installment.
- In case of any unjustified, unreasonable lapses in the implementation of the project, IA shall refund entire grant with interest.
- Implementing Agency (IA) has to submit a closer report that outcome of the project have been achieved, utilized the grant, submit the progress report etc.. CWDB will place report in the Technical Committee (TC) and TC will give approval for closing of project.
- Each project has to be implemented within the time limit prescribed/approved by TC. The TC is empowered to extend the implementation period of project based on written request submitted by IA to CWDB.
- The grant amount shall be released in following manner :-
 - ✓ 1st installment : 60% of the total grant at the time of sanction of the project
 - ✓ 2nd installment : 40% after receiving UC of 1st installment and inspection report

4.9.4. The budget allocation, unit price, physical targets, output outcome indicators for 5 years are as under-

Sub-components/ Allocation	Unit price and Target for 5 years	Output		Year wise indicative output					Outcome		Impact
		output	Indicator	21	22	23	24	25	Outco me	Indicator	
				- 22	- 23	- 24	- 25	- 26			
Development of pashmina mark/label including standard data base for authentication (Allocation-200 Lakh)	Unit price :- 200 Lakh Targets for five years :-1 label including creation of database.	Financial assistance for Development of pashmina Mark sanctioned	No. of Project for Development of pashmina Mark sanctioned	1	-	-	-	-	Develo pment of Pashmi na mark	No. of pashmina mark developed	Branding of pashmina products

4.9.5. Beneficiaries- Pashmina Weavers/artisans, co-op. societies and buyers of pashmina products

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**CENTRAL WOOL DEVELOPMENT BOARD,
MINISTRY OF TEXTILES, GOVT. OF INDIA**
123, Opp. Krishna Mandir, Bhagat Ki Kothi, Pali Road, Jodhpur. 342 001 (Raj.)
Phone- 91-291-2433967, 2616328 Fax No. 91-291-2439017

No.- CWDB/New Plan/2019-20/ **1370-1372**

Date : 14-10-2021

To,

Shri J K Dora,
Under Secretary (Fibre-II)
Ministry of Textiles,
Udyog Bhawan, NEW DELHI.

Sub.: Addendum Guidelines for implementation of IWDP during FY 2021-22 to 2025-26.

Sir,

Please refer MOT letter no. 2/29/2020-W&WT dated 15th Sept., 2021 forwarding copy of approved guidelines for implementation of Integrated Wool Development Programme (IWDP) during FY 2021-22 to 2025-26 except for implementation of following three sub-components, as under :

SN	Component of IWDP	Sub-component	Allocated total fund for 5 years	Unit price under sub-component
1	HUMAN RESOURCES DEVELOPMENT &	Development of Indian Wool Mark	Rs. 200 lakhs	Targets for five years :- 1unit of Indian wool mark
2	PROMOTIONAL ACTIVITIES (HRD)	Development of Kaleen (Carpet) Mark	Rs. 200 lakhs	Targets for five years :- 1 unit of Kaleen mark
3	PASHMINA WOOL DEVELOPMENT SCHEME (PWDS)	Development of Pashmina Mark/ Label	Rs. 200 lakhs	Targets for five years :-1 unit of label including creation of database.

In this regard, please find herewith draft guidelines for implementation of above mentioned remaining three Sub-components of IWDP drafted with an aim to bring clarity in implementation of above sub-schemes/components as approved in the SFC of IWDP after convening number of consultations with the stakeholders/Government Departments and implementing agencies. The Board has also incorporated the views of the concerned organizations like: Textiles Committee, Central Sheep & Wool Research Institute (unit of ICAR) and Wool Research Association under addendum guidelines for above remaining sub-components to ensure successful implementation.

As above, guidelines for above three sub-components are submitted for granting necessary approval for the implementation. These are addendum to already issued guidelines of IWDP dated 15th Sept., 2021.

Yours faithfully,

Encl.: As above.

Sd/-
(Gp.Capt K S Shekhawat)
Executive Director

Copy for information to:

1. Shri Sanjay Sharan, Jt. Secretary, Ministry of Textiles, New Delhi
2. Shri H K Nanda, Director (Fibre), Ministry of Textiles, New Delhi

Executive Director