

COMPONENTS OF THE SCHEME

- * Cluster Development Programme
- * Group Approach
- * Marketing Incentive
- * Strengthening of Handloom Organisation

MARKETING INCENTIVE

BENEFICIARIES	ASSISTANCE CRITERIA	GOI/GOM
• Handloom Corporation	10% OF THE AVERAGE SALES TURN OVER OF	50:50
• Apex Coop. Socy.	LAST 3 YEARS.	
• Primary Weavers Coop. Society		

STRENGTHING OF

HANDLOOM ORGANISATION

BENEFICIARIES	ASSISTANCE CRITERIA	GOI/GOM
• Handloom Corporation	AS PER PROPOSAL	50:50
• Apex Coop. Socy.		