

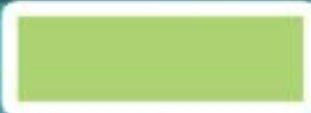
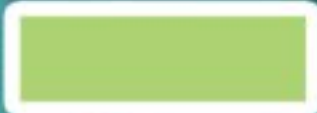


HANDLOOM EXPORT

News Letter

Vol. No.3 Rs.50/-

August - September 2020



Handloom Export Promotion Council

Virtual events during 2020-21

1. Virtual Buyer Seller Meets:

The event will be organised in a virtual platform with a **country specific** approach

No. of Exhibitors – 20 in each event

No. of Buyers targeted – 60 to 100

S.No	Name of the Event	Last date for submission of application
1	UAE/Middle East, 11-13, January 2021	20-12-2020
2	Germany, 20-22, Jan 2021	20-12-2020
	Belgium, 20-22, Jan 2021	
3	Spain, 27-29, Jan 2021	20-12-2020
	France, 27-29, Jan 2021	
	Italy, 27-29, Jan 2021	
4	UK, 1 st week Feb 2021	25-12-2020
5	Sweden & Denmark (Spring), 1 st week Feb 2021	25-12-2020
6	USA, 2 nd week of Feb 2021	25-12-2020
	Canada, 2 nd week of Feb 2021	
7	Japan, Feb/Mar 2021	25-12-2020
8	Australia, Feb/Mar2021	25-12-2020
9	Hong Kong, Mar 2021	31-12-2020
10	Poland, Austria, Czech Republic, Mar 2021	31-12-2020

2. Virtual India Textiles Sourcing Fair

No. of exhibitors- 200

No. of visitors targeted - 300

S.No	Name of the Event	Last date for submission of application
1	India Textiles Sourcing Fair January 2021	25-12-2020
2	India Textiles Sourcing Fair March 2021	15-01-2021

3. Virtual booth entitlements

- Individual display for each participant
- Products with images / product catalogues
- Company logo and profile
- Company brochures
- Company Video
- Company's social media handles
- Listing in Virtual Show Directory
- Schedule meeting with visitors
- Text Chat, Video Chat (between buyer and seller)
- Access to visitors viewed your virtual page and chat
- Technical Assistance/ Guidance for preparation and uploading the company profile, product brochures, video etc.

4. Virtual Platform requirements

The applicants need to have necessary infrastructure of a desktop/ laptop system with an operating system to support virtual platform with an inbuilt system camera or external camera attached to the computer system with internet connectivity.

Participants also need to have product catalogue for on boarding in the Virtual platform

5. Product Profile:

- **Table linen** (Table cloth, Place mats, Table runners, Napkins)
- **Bath linen** (Towels, Bath robes)
- **Bed linen** (Bed spreads, Bed covers, Pillows, Quilts, Duvet covers, Comforters)
- **Kitchen linen** (Tea towel, Dish towel, Hand towel, Aprons, Mittens, Tea cosy)
- **Curtains** (Drapers, Blinds, Window dressings, Shower curtains, Room dividers)
- **Floor coverings** (Floor mat, Bath mat, Floor carpet)
- **Fabrics** (Lungies, Sarees, Dhoties, Sarongs, RMHK)
- **Fashion Accessories** (Shawls, Stoles, Scarves, Bags, Wall hangings, Gift, Home Products)
- **Furnishing articles** (Cushions, Throws, Bolsters, Tapestry)
- **Trimming & Embellishments**

Members need to indicate top 5 main products from the above list in their application so as to have product matchmaking with the buyers

6. Selection Criteria

Selection will be made on **First Come First Served basis** only based on date of receipt of application along with necessary payment within the stipulated date. Selection intimation will be sent by email. For any further clarification, you may contact the following official of the Council:

1. Mr.Rangasamy ,Deputy Director – 9600071902
2. Mr.S.Gurusaranaraj, Assistant Director-9677247570
3. Mr. W.D.Jude, Sr. Executive-044 28276043 / 28278879
4. Mr.S.Ramesh, Senior Executive – 044 28276043 / 28278879
5. Ms.Sreelegha, Executive – 044-28276043/8879



HANDLOOM EXPORT

Newsletter of Handloom
Export Promotion Council
August & September 2020

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Unique for their widely popular intricacy and finesse in weaving, Kinnauri shawls are a piece of art from Himachal Pradesh.

KINNAURI SHAWL

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KULLU SHAWL

These vibrantly bordered shawls from the Kullu valley, known as The Valley of the Gods, have been produced by hand for hundreds of years.

IN THIS ISSUE

- | | |
|--|----|
| 1. Chairman's Column | 2 |
| 2. Article | 3 |
| 6 Reasons Buyers Reject Designs | |
| 3. Notification | 8 |
| Customs (Administration of Rules of Origin under Trade Agreements) Rules, 2020 | |
| 4. Press Release | 18 |
| 5. Report | 20 |

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Non Members : Rs. 1000/-

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please contact the Council at [hepc@](mailto:hepc@hepcindia.com)

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Dear Members,

The export of handloom products for the half year ended i.e September 2020 have registered Rs.650.94 cr. and now the industry as well as the global market is reviving gradually from the lockdown.

Several key export items from Vietnam to the EU enjoy tariff reduction under the EVFTA. Most notably, tariffs on approximately 77% of textile and apparel exports (by value) will be eliminated over the next five years, while the remaining 23% is set to enjoy tariff reduction after seven years. However, Vietnamese enterprises may not meet the EVFTA's rules of origin requirements due to their high dependence on imported materials. In India, since we have abundant resource of textile raw material, inking FTA with USA and EU will increase textile trade from India and it is need of the hour.

In order to prevent Chinese import in India through ASEAN countries by abusing the rules of origin under the India-ASEAN FTA, under the new rules, Indian importers are now required to demonstrate that the products have undergone a prescribed value addition in the countries of origin in order to claim preferential rate of duty under any FTA and have to maintain all supporting documents for at least five years from the date of filing the bill of entry. The new rules impose significant obligations on the importers.

I take this opportunity to congratulate the new Vice Chairman of the Council Shri P.Gopalakrishnan and I hope the Council will be strengthened further by his tenure of office.

With warm regards,



A handwritten signature in blue ink, consisting of stylized cursive letters that appear to read 'T.V. Chandrasekaran'.

T.V. Chandrasekaran
Chairman

6 REASONS BUYERS REJECT DESIGNS

Struggling to get client approvals despite good designs? Here are 6 reasons why Buyers might be rejecting your designs.



A designer's curse is to fall in love with their designs. You feel you made some amazing designs, nailed the buyer's requirement and the collection will be a sure-shot hit.

Alas, the client rejects all your ideas, leaving you quite confused and frankly, a little miffed. You spent hours on the project - and nothing to show for it. A simple "No, it's not what we are looking for" and your entire effort is shot down.

In a bustling season, design teams are constantly pumping out designs for buyer approvals. Deadline after deadline, there are piles of rejected designs you just file away. But why? Let's take a moment to introspect and explore 6 key reasons Buyers reject designs.

1. YOU DIDN'T DECODE THE MOODBOARD

Scenario : A buyer sends you a moodboard inspired by the Sahara desert. Your design team immediately creates a collection inspired by Saharan patterns. But the moodboard was largely focused on sand dunes & textures, not any patterns.

Status : Rejected

Reason : Many times, designers are too focused on their own vision and fail to read the room (or the moodboard in this case). Your designs are stunning and can work well BUT they are not suited to this particular brief.

The client has a specific requirement - and he is expecting designs in line with his shared vision. If he is anticipating a Wildflowers collection, it doesn't matter how beautiful your Green Plants collection is. Your design team must be capable of correctly decoding a moodboard to have a higher success rate.



Wildflowers Moodboard (L) vs Green Plants designs (R)

2. YOU USED EXISTING INSPIRATION

Scenario : You received a Nautical Moodboard from your client with many images of Anchor motifs - on cushions, on upholstery etc. Based on this Moodboard, you come up with your own Anchor collection - because that's what the client loves, right?

Status : Rejected

Reason : Products appearing in a Client's moodboard are clear indicators that the trend is already in motion & those patterns are already in the retail market. When a buyer sends you a Nautical moodboard, they are trying to express their interest in the style BUT now it is your job to take the theme forward.

Using existing motifs and existing patterns directly from the moodboard shows a lack of vision. The buyer has already seen those patterns in the original inspiration board - he is looking to see something new to excite him. While designing for moodboards featuring products, always be careful about not falling down the rabbit hole and re-designing what exists already.



Moodboard images are starting points, not ideas to copy

3. YOU ARE NOT ON-TREND

Scenario : You are due to exhibit at an international fair & have to create collections for display. Your junior designer loves flamingos so he designs a full collection inspired by them. At the fair, you proudly display the Flamingo series up-front but notice no buyer interest.

Status : Rejected

Reason : Collections cannot be designed as per personal taste. Every theme has to be backed by diligent research to validate them for the right season. Designs can be rejected if they are too early or too late to the market. While the flamingos may have looked lovely, the motif is considered passé by buyers in 2020.

Being on-trend is key to buyer selection. When using conversational motifs or strong color stories, you must be in tandem with the trend reports for order conversion. Get your design team to extensively research trends before developing any collection. If you source your trend boards from an agency, look to validate them by your own



Flamingos are always beautiful, but maybe not on trend for 2021?

4. YOU PRESENTED THE DESIGNS POORLY

Scenario : You outsourced a design collection to a senior freelancer who came up with a beautiful collection. He gave you the open file of the designs for your perusal. To present the designs, you asked your merchandiser to code the designs and lay them out in a PDF file for the buyer.

Status : Rejected

Reason : The designs were great, so what went wrong ? The Presentation. Your merchandiser was not equipped or trained to design creative presentations. They may know Powerpoint well for marketing presentations, but design files cannot be treated in the same manner.

How you visually present your designs matters much more than you think. Very good designs can also be completely ruined by poor presentation styles. The size of the design, placement, font selection, background color, flow of your collection slides - these elements are very critical to create the best impression on your buyer.



L vs R - Which does justice to the Cushion design?

5. YOU HAVE GOOD DESIGNS IN BAD COLORS

Scenario : Your design team made some elegant floral motifs for a Bedding collection. Your target market was Sweden, but no Swedish buyer warmed up to the purple and red color palette.

Status : Rejected

Reason : The buyer's brain sees color before pattern. He knows the difficulty in sales conversions when the colors don't appeal to the shopper. Good designs can be completely let down by poor color selection. It is very important for design teams to present color palettes that are commercially appealing to buyers, otherwise the design will always lose out.

When designing for a buyer/market, you must research your colors as extensively as you research for patterns. Even if you feel adventurous or want to try a new trending color, always have colorways in colors the buyer is more comfortable with. This gives you an option to experiment while retaining the order.



Bad color choices can ruin Good designs

6. YOU IGNORED YOUR USP

Scenario : Your company specializes in watercolor motifs. You get a new buyer's brief for Autumn-Winter 2022 - Black & White citylife. You respond to the brief by trying a new Geometric style in color-blocking.

Status : Rejected

Reason : There could be two reasons for this rejection. One, the buyer came to you knowing your watercolor specialization. They were anticipating a watercolor collection inspired by citylife from you. Two, you went so far away from your comfort zone that the discomfort showed in your designs.

It is completely okay to explore new design directions. You are not expected to sit in the box marked 'watercolor expert' forever. But while responding to briefs, you may want to focus on your USP that gets your orders. So for every experimentation in geometric color blocking, you can have a few pieces of your signature looks - and see what works for the buyer.

Getting rejected is part of the game. You won't have 100% approvals because design is largely subjective. What may be one's favorite could be another's last pick. As painful as buyer rejections are, if we can introspect and figure out where we go wrong - it will save a lot of time and energy for future projects.

By Supreet Raju

Supreet Raju is the founder of Texilist.com - A service to upskill home textile companies through live workshops, professional articles, trend updates & buyer presentation templates.

Customs (Administration of Rules of Origin under Trade Agreements) Rules, 2020

Notification No. 81/2020 - Customs (N.T.) dated the 21st August, 2020

G.S.R. 521 (E).- In exercise of the powers conferred by section 156 read with section 28DA of the Customs Act, 1962 (52 of 1962), the Central Government hereby makes the following rules, namely:-

1. Short title, commencement and application.- (1) These rules may be called the Customs (Administration of Rules of Origin under Trade Agreements) Rules, 2020.

(2) They shall come into force on 21st day of September, 2020.

(3) They shall apply to import of goods into India where the importer makes claim of preferential rate of duty in terms of a trade agreement.

2. Definitions.- (1) In these rules, unless the context otherwise requires, -

(a) "Act" means the Customs Act, 1962 (52 of 1962);

(b) "Preferential rate of duty" means rate at which customs duty is charged in accordance with a trade agreement;

(c) "Preferential tariff treatment" means allowing preferential rate of duty to goods imported into India in accordance with a trade agreement;

(d) "Rules of Origin" means rules notified for a trade agreement in terms of sub-section (1) of section 5 of the Customs Tariff Act, 1975 (51 of 1975);

(e) "Tariff notification" means notification issued under sub-section (1) of section 25 of the Act specifying preferential rates of customs duty in accordance with a trade agreement;

(f) "Verification" means verifying genuineness of a certificate of origin or correctness of the information contained therein in the manner prescribed by the respective Rules of Origin;

(g) "Verification Authority" means the authority in exporting country or country of origin, designated to respond to verification request under a trade agreement.

(2) The words and expressions used herein and not defined in these rules but defined in the Act shall have the same meanings respectively as assigned to them in the Act.

3. Preferential tariff claim.- (1) To claim preferential rate of duty under a trade agreement, the importer or his agent shall, at the time of filing bill of entry,-

(a) make a declaration in the bill of entry that the goods qualify as originating goods for preferential rate of duty under that agreement;

(b) indicate in the bill of entry the respective tariff notification against each item on which preferential rate of duty is claimed;

(c) produce certificate of origin covering each item on which preferential rate of duty is claimed; and

(d) enter details of certificate of origin in the bill of entry, namely:

(i) certificate of origin reference number;

(ii) date of issuance of certificate of origin;

(iii) originating criteria;

(iv) indicate if accumulation/cumulation is applied;

(v) indicate if the certificate of origin is issued by a third country (back-to-back); and

(vi) indicate if goods have been transported directly from country of origin.

(2) Notwithstanding anything contained in these rules, the claim of preferential rate of duty may be denied by the proper officer without verification if the certificate of origin-

(a) is incomplete and not in accordance with the format as prescribed by the Rules of Origin;

(b) has any alteration not authenticated by the Issuing Authority;

(c) is produced after its validity period has expired; or

(d) is issued for an item which is not eligible for preferential tariff treatment under the trade agreement;

and in all such cases, the certificate shall be marked as “INAPPLICABLE”.

Explanation: Clause (d) of sub-rule (2) includes the cases where goods are not covered in the respective tariff notification or the product specific rule mentioned in the certificate of origin is not applicable to the goods.

4. Origin related information to be possessed by importer.- The importer claiming preferential rate of duty shall-

(a) possess information, as indicated in Form I, to demonstrate the manner in which country of origin criteria, including the regional value content and product specific criteria, specified in the Rules of Origin, are satisfied, and submit the same to the proper officer on request.

(b) keep all supporting documents related to Form I for at least five years from date of filing of bill of entry and submit the same to the proper officer on request.

(c) exercise reasonable care to ensure the accuracy and truthfulness of the aforesaid information and documents.

5. Requisition of information from the importer.- (1) Where, during the course of customs clearance or thereafter, the proper officer has reason to believe that origin criteria prescribed in the respective Rules of Origin have not been met, he may seek information and supporting documents, as may be deemed necessary, from the importer in terms of rule 4 to ascertain correctness of the claim.

(2) Where the importer is asked to furnish information or documents, he shall provide the same to the proper

officer within ten working days from the date of such information or documents being sought.

(3) Where, on the basis of information and documents received, the proper officer is satisfied that the origin criteria prescribed in the respective Rules of Origin have been met, he shall accept the claim and inform the importer in writing within fifteen working days from the date of receipt of said information and documents.

(4) Where the importer fails to provide requisite information and documents by the prescribed due date or where the information and documents received from the importer are found to be insufficient to conclude that the origin criteria prescribed in the respective Rules of Origin have been met, the proper officer shall forward a verification proposal in terms of rule 6 to the nodal officer nominated for this purpose.

(5) Notwithstanding anything contained in this rule, the Principal Commissioner of Customs or the Commissioner of Customs may, for the reasons to be recorded in writing, disallow the claim of preferential rate of duty without further verification, where:

(a) the importer relinquishes the claim; or

(b) the information and documents furnished by the importer and available on record provide sufficient evidence to prove that goods do not meet the origin criteria prescribed in the respective Rules of Origin.

6. Verification request.– (1) The proper officer may, during the course of customs clearance or thereafter, request for verification of certificate of origin from Verification Authority where:

(a) there is a doubt regarding genuineness or authenticity of the certificate of origin for reasons such as mismatch of signatures or seal when compared with specimens of seals and signatures received from the exporting country in terms of the trade agreement;

(b) there is reason to believe that the country of origin criterion stated in the certificate of origin has not been met or the claim of preferential rate of duty made by importer is invalid; or

(c) verification is being undertaken on random basis, as a measure of due diligence to verify whether the goods meet the origin criteria as claimed:

Provided that a verification request in terms of clause (b) may be made only where the importer fails to provide the requisite information sought under rule 5 by the prescribed due date or the information provided by importer is found to be insufficient. Such a request shall seek specific information from the Verification Authority as may be necessary to determine the origin of goods.

(2) Where information received in terms of sub-rule (1) is incomplete or non-specific, request for additional information or verification visit may be made to the Verification Authority, in such manner as provided in the Rules of Origin of the specific trade agreement, under which the importer has sought preferential tariff treatment.

(3) When a verification request is made in terms of this rule, the following timeline for furnishing the response shall be brought to the notice of the Verification Authority while sending the request:

(a) timeline as prescribed in the respective trade agreement; or

(b) in absence of such timeline in the agreement, sixty days from the request having been communicated.

(4) Where verification in terms of clause (a) or (b) of sub-rule (1) is initiated during the course of customs clearance of imported goods,

(a) the preferential tariff treatment of such goods may be suspended till conclusion of the verification;

(b) the Verification Authority shall be informed of reasons for suspension of preferential tariff treatment while making request of verification; and

(c) the proper officer may, on the request of the importer, provisionally assess and clear the goods, subject to importer furnishing a security amount equal to the difference between the duty provisionally assessed under section 18 of the Act and the preferential duty claimed.

(5) All requests for verification under this rule shall be made through a nodal office as designated by the Board.

(6) Where the information requested in this rule is received within the prescribed timeline, the proper officer shall conclude the verification within forty five days of receipt of the information, or within such extended period as the Principal Commissioner of Customs or the Commissioner of Customs may allow:

Provided that where a timeline to finalize verification is prescribed in the respective Rules of Origin, the proper officer shall finalize the verification within such timeline.

(7) The proper officer may deny claim of preferential rate of duty without further verification where:

(a) the Verification Authority fails to respond to verification request within prescribed timelines;

(b) the Verification Authority does not provide the requested information in the manner as provided in this rule read with the Rules of Origin; or

(c) the information and documents furnished by the Verification Authority and available on record provide sufficient evidence to prove that goods do not meet the origin criteria prescribed in the respective Rules of Origin.

7. Identical goods.– (1) Where it is determined that goods originating from an exporter or producer do not meet the origin criteria prescribed in the Rules of Origin, the Principal Commissioner of Customs or the Commissioner of Customs may, without further verification, reject other claims of preferential rate of duty, filed prior to or after such determination, for identical goods imported from the same exporter or producer.

(2) Where a claim on identical goods is rejected under sub-rule (1), the Principal Commissioner of Customs or the Commissioner of Customs shall,

(a) inform the importer the reasons of rejection in writing including the detail of the cases wherein it was established that the identical goods from the same exporter or producer did not satisfy the origin criteria; and

(b) restore preferential tariff treatment on identical goods with prospective effect, after it is demonstrated on the basis of information and documents received, that the manufacturing or other origin related conditions have been modified by the exporter or producer so as to fulfill the origin requirement of the Rules of Origin under the trade agreement.

8. Miscellaneous. – (1) Where an importer fails to provide requisite information and documents by the due date

prescribed under rule 5, or where it is established that he has failed to exercise reasonable care to ensure the accuracy and truthfulness of the information furnished under these rules, the proper officer shall, notwithstanding any other action required to be taken under these rules and the Act, verify assessment of all subsequent bills of entry filed with the claim of preferential rate of duty by the importer, in terms of sub-section (2) of section 17 of the Act, in order to prevent any possible misuse of a trade agreement. The system of compulsory verification of assessment shall be discontinued once the importer demonstrates that he is taking reasonable care, as required under section 28DA of the Act, through adequate record-based controls.

(2) Where it is established that an importer has suppressed the facts, made wilful mis-statement or colluded with the seller or any other person, with the intention to avail undue benefit of a trade agreement, his claim of preferential rate of duty shall be disallowed and he shall be liable to penal action under the Act or any other law for the time being in force.

(3) In the event of a conflict between a provision of these rules and a provision of the Rules of Origin, the provision of the Rules of Origin shall prevail to the extent of the conflict.

(4) The Central Government may, by notification in the Official Gazette, relax such provisions of these rules for such class of persons as may be deemed necessary.

Form I

(Please refer to rule 4)

Section I

(Guidance for filing up this Form)

In terms of section 28DA of the Customs Act, 1962, an importer making a claim for preferential rate of duty is required to possess sufficient information as regards the manner in which country of origin criteria, including the regional value content and product specific criteria, specified in the rules of origin in the trade agreement, are satisfied.

2. For the above purpose, this Form contains a list of basic minimum information which an importer is required to possess while importing the goods.

3. Section 28DA of the Act further requires that the importer shall exercise reasonable care to accuracy and truthfulness of the information supplied and the preferential claim. Hence, any additional information, as deemed fit to ascertain correctness of the country of origin criterion, may also be obtained.

4. Wherever necessary, technical terms used in the Form have been explained as below for general guidance. Each trade agreement, however, has its own set of Rules of Origin, and precise definition of each of the term listed below may vary. Importers are, therefore, advised to refer to the respective Rules of Origin also, as notified in terms of sub-section (1) of section 5 of the Customs Tariff Act, 1975.

i. **Goods Wholly Obtained (WO):** Goods produced or obtained without any non-originating input material incorporated.

ii. **Goods that are produced using non-originating materials,** i.e. not Wholly Obtained, are required to undergo substantial transformation in a country for the good to be qualified as originating. This criterion can be met using

following method in combination or standalone, depending upon the criteria assigned for a good,-

- (a) Change in Tariff Classification (CTC);
- (b) Regional or Domestic Value Content (RVC/DVC); and
- (c) Process rule.

iii. **Value Content Method:** This rule requires that a certain minimum percentage of the good's value originates in a country for the good to be considered as originating. The components of value and formula for calculating such value addition may vary from agreement to agreement.

iv. **Change in Tariff Classification (CTC) Method:** To qualify under this origin criterion, non-originating materials that are used in the production of the good must not have the same HS classification (e.g. Chapter level, Heading level or Sub Heading Level as may be required in the Rules of Origin) as the final good. Depending on the Trade Agreement requirements, the good would have to undergo either a change in Chapter (CC), Heading (CTH) or Sub Heading level (CTSH) in order to qualify for preferential treatment under the FTA. Producers and/or exporters should know the HS classification of the final good and the non-originating raw materials.

v. **Process Rule Method:** This rule requires the good which is being considered as originating, to be produced through specific chemical process in the originating country.

Note: Same good may be assigned different originating criteria in different trade agreements.

vi. **General Rule vs Product Specific Rule (PSR):** Many trade agreements have a single rule for all goods that are produced using non-originating materials. In some agreements, for some or all tariff headings there are Product Specific Rules (PSRs). Depending on the HS classification of the good, it needs to be seen which criteria has been used to claim origin.

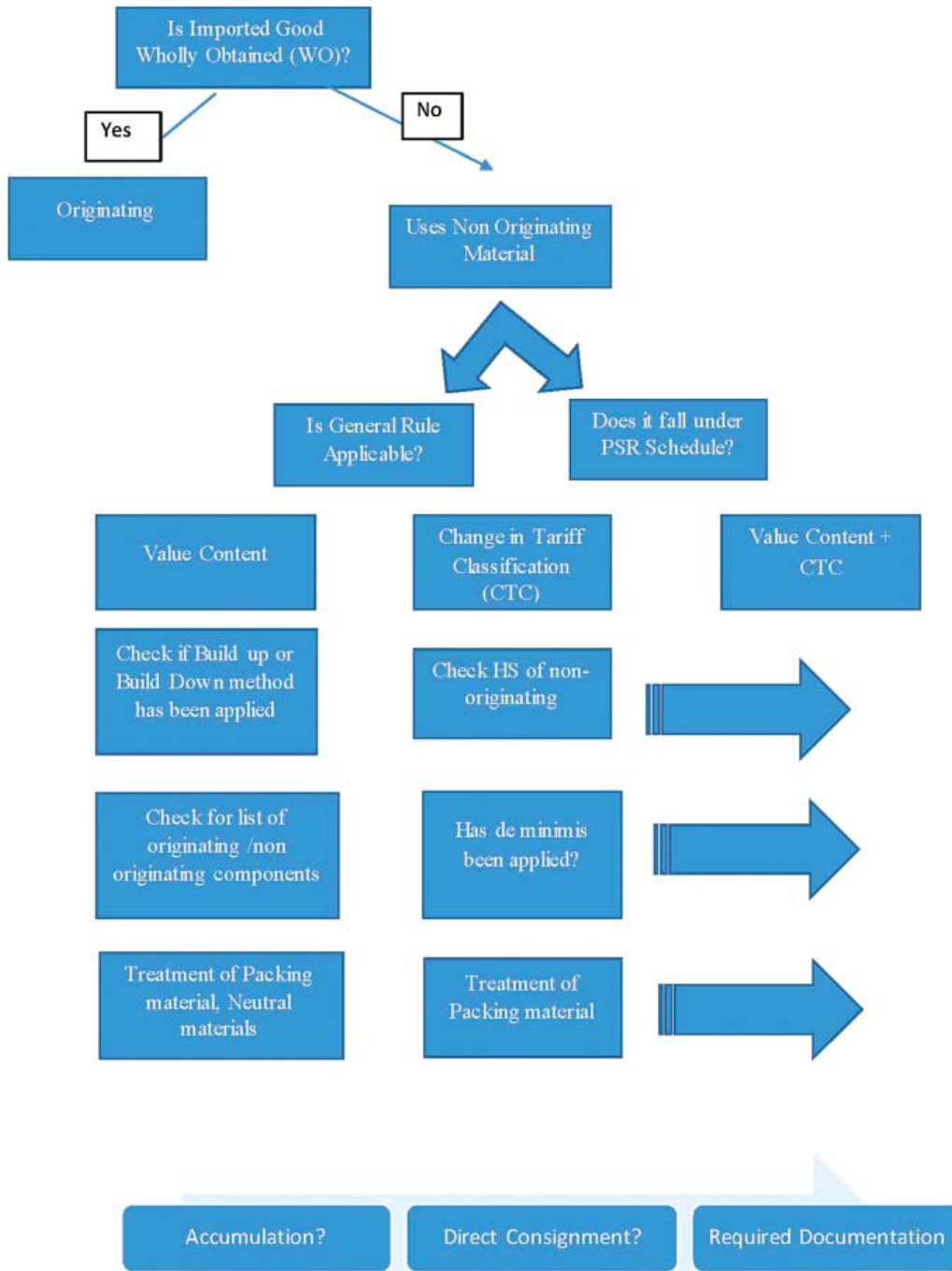
vii. **De minimis:** This provision allows that non-originating materials that do not satisfy an applicable rule may be disregarded, provided that the totality of such materials does not exceed specific percentages in value or weight of the good. This provision may or may not be there in an agreement and the percentage also varies from agreement to agreement.

viii. **Cumulation/Accumulation:** The concept of "accumulation"/"cumulation" allows countries which are part of a preferential trade agreement to share production and jointly comply with the relevant rules of origin provisions, i.e. a producer of one participating country of a trade agreement is allowed to use input materials from another participating country without losing the originating status of that input for the purpose of the applicable rules of origin. Otherwise said, the concept of accumulation/cumulation or cumulative rules of origin allows products of one participating country to be further processed or added to products in another participating country of that agreement. The nature and extent of such cumulation is defined in an agreement and may vary from agreement to agreement. Cumulation can be bilateral, regional, diagonal, etc.

ix. **Indirect/Neutral elements** refer to material used in the production, testing or inspection of goods but not physically incorporated into the goods, or material used in the maintenance of buildings or the operation of equipment associated with the production of goods. For example, energy and fuel, plant and equipment, goods which do not enter into the final composition of the product, etc. Depending upon the trade agreement, these elements may be treated as originating or non-originating.

x. **Rule on treatment of packages and packing materials for retail sale:** Such rule provides the manner in which such material will be treated while calculating qualifying value content or tariff shift.

xi. **Direct Consignment:** Most agreements lay down the condition that good claiming originating status of a country should be directly transported from that country to the importing country. Certain relaxation may be provided in a trade agreement, subject to presentation of certain documents.



Section II

(To be filled after filing of Bill of Entry)

- (a) **Name of the importer:**
- (b) **Bill of Entry (B/E)No. and Date:**
- (c) **Customs Station where B/E was filed:**
- (d) **Goods on which preferential rate of duty has been claimed:**

S.no.	Description	Classification (8 digit)

Section III

(This information should be possessed before import of goods)

Part A:

1. Briefly describe the production process undertaken in country of origin with respect to production of the imported good. Also, state which of the originating criteria prescribed in the Rules of Origin has been claimed. For example, WO, RVC + CTH/CTSH or CTH or CC or RVC, etc.

[WO: Wholly Obtained; RVC: Regional Value Content; CTH: Change in Tariff Head; CTSH: Change in Tariff Sub-Head; CC: Change in Chapter]

Note 1: Where the good is claimed to be “Wholly Obtained”, mention the process through which it is claimed to fall under this category. Each trade agreement lists out such processes under a specific rule and may vary from agreement to agreement.

Examples:

- o *goods obtained by hunting or trapping within the land territory, or fishing or aquaculture conducted within the internal waters or within the territorial sea of the Party;*
- o *goods produced on board factory ships from the goods referred to in preceding paragraph, provided that such factory ships are registered or recorded with a Party and fly its flag.*

Note 2: If the goods are not wholly obtained, the manufacturing/processing undertaken in country of origin must be ascertained.

Description of goods	Production process	Originating Criterion
1.		
2.		

Part B:

(To be filled if originating criteria is NOT wholly obtained, for each of such good under import, on separate sheets)

1. State the following information for each originating material or component used in production of good subject to this request. If no originating material/components were used, same should be indicated as “None”.

Description of good under import and its classification (8 digit):

Description of the originating Materials or Component	Whether manufactured by producer of final good	Whether procured by producer locally from a third party	In case procured from third party, did producer of final good seek conformation and documentary proof of origin of these component?
	(Yes/No)	(Yes/No)	(Yes/No)
1.			
2.			

Note: If origin of any of the components used in manufacture of final good cannot be ascertained, same should be treated as non-originating.

2.

a.	Is the de minimis provision used to determine whether the good subject to this request qualifies as an originating good?	<input type="radio"/> Yes <input type="radio"/> No If yes, describe such material and the percentage value or quantity as applicable.
b.	Is the accumulation/cumulation provision applied to determine whether the good subject to this request qualifies as an originating good?	<input type="radio"/> Yes <input type="radio"/> No If yes, describe the manner and extent of cumulation.
c.	Has any other additional criteria such as indirect/neutral materials, packing materials, etc. used in ascertaining whether the good qualifies as an originating good.	<input type="radio"/> Yes <input type="radio"/> No If yes, provide the criteria used: Describe the material concerned:

d.	Is the originating criteria based on value content?	<input type="radio"/> Yes <input type="radio"/> No If yes, provide the following: (i) percentage of local value content: (ii) components which constitute value addition (e.g. material, profit, labour, overhead cost, etc.):
e.	Has CTC rule been applied for meeting originating criteria?	<input type="radio"/> Yes <input type="radio"/> No If yes, provide HS of non-originating material/components used in production of good:
f.	Has process rule been applied in ascertaining origin of good subject to this request?	<input type="radio"/> Yes <input type="radio"/> No If yes, provide the rule applied:
g.	Has the CoO been issued retrospectively?	<input type="radio"/> Yes <input type="radio"/> No If yes, provide reasons for same:

h. Has the consignment in question been directly shipped from country of origin?

- Yes
- No

If not, then has it been ascertained that

same is as per provisions of the concerned agreement?

How has it been ascertained that goods have met the prescribed conditions of Direct Shipment?

Union Minister of Textiles and Women & Child Development, Smt Smriti Zubin Irani extends greetings on the occasion of the 6th National Handloom Day Launching of Mobile App & Backend Website for Handloom Mark Scheme, inauguration of My Handloom Portal, Virtual Indian Textile Sourcing Fair 2020 and showcasing of Craft Handloom Village, Kullu mark the occasion Two-week social media campaign under hashtag #Vocal4Handmade launched to promote handloom products

Union Minister of Textiles and Women & Child Development, Smt Smriti Zubin Irani has extended her greetings on the occasion of the 6 National Handloom Day today. Addressing a function organized in virtual mode by the Ministry of Textiles, Government of India to celebrate National Handloom Day today, Smt Smriti Irani thanked Prime Minister Shri Narendra Modi for declaring 7 August every year as National Handloom Day for the first time in 2015, 110 years after the Swadeshi movement which started on this date in the year 1905. Paying obeisance to Mahatma Gandhi, Smt Smriti Irani said that independence for India was achieved with the help of the spinning wheel. Chief Minister of Himachal Pradesh Shri Jairam Thakur was present through virtual mode from Kangra.

On this occasion, Smt Smriti Irani launched the Mobile App & Backend Website for Handloom Mark Scheme (HLM). The Minister said that the Handloom Mark is being promoted to provide collective identity to the authentic handloom products. Textiles Committee Mumbai has developed the Mobile App with a backend web portal to completely digitise the process of registration. The App is in English and 10 Indian languages and will enable the weavers located at any corner of the country to apply for Handloom Mark registration through the comfort of their homes by click of a button on their mobiles.

This app helps ascertain the genuineness and originality of the product through unique and dynamic QR code labels affixed on each handloom product. The Union Minister of Textiles also launched the “My Handloom” portal for individual weavers as well as other organizations for applying for various benefits under the various handloom schemes like Block Level Clusters, Handloom Marketing Assistance and Awards. Inaugurating the portal, she thanked Prime Minister Shri Narendra Modi for launching the “India Handloom” brand in 2015 on the occasion of the 1 National Handloom Day. She said that till now, 1590 products have been registered under this brand, which has more than 180 product categories. The portal with a single “sign-in” is to act as Onestop shop for information on all handloom schemes which will retain information, and will ensure transparency and provide real-time status update on applications under National handloom Development programme, as also the information on various schemes/interventions such as Mudra Loan Scheme, Weavers’ Insurance, Yarn Supply, distribution of looms and accessories, number of trainings, etc. An Online lottery System for transparent allotment of stalls for various events such as melas, Dilli Haats, etc. has been introduced. The portal will be linked to e-office and DBT portal.

The Union Minister of Textiles also inaugurated the virtual Indian Textile Sourcing Fair 2020. In the face of the unprecedented Covid-19 pandemic, and inability to hold conventional marketing events such as exhibitions, melas, etc. the Government is providing online marketing opportunities to weavers and handloom producers. By taking a step towards realizing “Atmanirbhar Bharat”, Handloom Export Promotion Council is organizing the Virtual Fair. The fair will connect more than 150 participants from different regions of the country showcasing

their products with unique designs and skills. The Indian Textile Sourcing Fair will be open on 7, 10 and 11th August 2020. The show has already attracted considerable attention of the International Buyers.

A presentation was made on Craft Handloom Village, Kullu, being established in association with District Administration, Kullu. Speaking on the occasion, Chief Minister of Himachal Pradesh, Shri Jai Ram Thakur expressed gratitude at being able to showcase the handlooms of Himachal and said that handlooms are a symbol of the state's traditional and ancient heritage. He said that the state is making efforts to implement One District-One Product scheme so that the both the districts and products are able to carve out a distinct identity of their own.

To mark the occasion and to instil pride of workmanship of handloom weaving amongst citizens, a two week social media campaign has been launched for the handloom weaving community. Smt Smriti Irani has appealed to the all Hon'ble Ministers in the Council of Ministers, Lieutenant Governors, Hon'ble Chief Ministers of States and Hon'ble Members of Parliament of Lok Sabha and Rajya Sabha and eminent Industrialists with friends and family to express solidarity with the weaving community through their social media accounts so as to motivate others to do the same.

Ministry of Textiles has extended a similar request to Secretaries to the Govt. of India and equivalent level officers. Besides, all the Secretaries of the States, Exports Promotion Councils, Sister Textile Bodies like Central Silk Board, National Jute Board have been requested to amplify the Social Media Campaign under the common hashtag and inspiring associates and employees to embrace handloom fabric. The e-commerce entities, Retail Companies and Designer Bodies have also been requested to promote and amplify the efforts of Ministry of Textiles to promote Handloom products.

Further, to promote Handloom under media campaign with common hashtag **#Vocal4Handmade** has been started to promote Handloom, Handloom Products, information about high end handloom products of various regions of the country, their manufacturers, encouraging weavers/artisans to tweet and to publicize and promote the sector amongst common people.

Secretary (Textiles) Shri Ravi Capoor and Development Commissioner (Handlooms) Shri Sanjay Rastogi were also present for the function. The function was widely participated from different corners of the country. Handloom Clusters from across the country, all 28 Weavers' Service Centres, 6 Indian Institutes of Handloom Technology, National Handloom Development Corporation, Handloom Exports Promotion Council & NIFT's Campuses across India were connected. Also, Craft Handloom Village at Kullu and Textiles Committee at Mumbai were connected for the function.

To promote Handlooms in a big way, Ministry of Textiles has undertaken many new initiatives. Steps have been taken to on-board weavers/producers on Government e-Market place (GeM) to enable them supply handloom products directly to Central Govt. Departments.

Ministry of Textiles is also facilitating formation of Producers Companies across the country in the handloom sector as a thrust area with the objective to extend the benefits of various handloom schemes to the weavers/workers, in particular to those who are either working independently or in the fold of Self-Help Groups/Producer Groups.

Source : PIB, Delhi

Webinars

As one of the promotional activities during 2020-21, Council is organising webinar for the benefits of Master Weavers/handloom producers on the topic “Opportunities available for Master Weavers/handloom producers to become an Exporter” in association with respective WSC across India through Zoom App.

The list of webinars organised by council are as follows:

S.No	Name of the WSC Centre	State	Date
1	Bhagalpur, Ranchi, and Dimapur	Bihar, Jharkhand & Nagaland	12th Aug 2020
2	Kolkata	West Bengal	19th Aug 2020
3	Srinagar & Chamoli	J&K and Uttarkhand	26th Aug 2020
4	Ahmedabad	Gujarat	2nd Sep 2020
5	Kannur	Kerala	9th Sep 2020
6	Kanchipuram	Tamilnadu	16th Sep 2020

Weavers Service Centres extended full support in identifying the master weavers with entrepreneurial interest and aptitude for the webinar. All the master weavers participated in the webinar and opined that the webinar was very useful & requested to organize more such webinars in line with the handloom export market.

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