

**Guidelines for "Selection of State Level Best Designs from Young Designers
by conducting competition"**

1. Eligible Participants:

- a) Design Institutes/Textile Institutes.
- b) Designers / Freelance Designers / Arts & Science College Students.
- c) Fashion and Textile Designers.
- d) Design students of :
 - i) Indian Institute of Handloom and Technology.
 - ii) National Institute of Fashion Technology.
 - iii) National Institute of Designing.
 - iv) Fine Arts College of Govt. of Tamil nadu.

2. Objectives of the Competition:

To encourage young talented Designers – Capable of contributing input towards textile techniques, motifs, design and Color trend to make use in the Handloom / textile Woven fabrics to produce market oriented trendy Handloom fabrics. To preserve the Handlooms traditional beauty which is the main source of strength to a designer.

3. Eligibility norms :

- 1) Since this is a State level competition, entries from Tamil Nadu candidates alone are invited.
- 2) Participants shall be between the age of 18 to 35 years.
- 3) Participants shall send one/one set of design for competition depicting their innovative and creativeness in the design and the same shall be woven easily on Handlooms / Looms.
- 4) The Design meant for Competition shall be based on Themes / Concepts / or any new sequence with trending Color Combination which can be implemented for next 3 to 4 years.
- 5) Brief description of the Design and Color trend used in the design sent for Competition.

4. Sub-Categories In Designs :

- I) For Sarees:
 - a) Cotton Saree
 - b) Silk Saree
 - c) With combination of Other Yarn/Mixed Blend of Sarees.
- II) Home Furnishing Cloths:
 - a) Bedsheets
 - b) Bedspreads
 - c) Curtain Cloths and similar items

5. Mode of Inviting entries for the Competition :

- i. Advertisement in the newspaper having State level circulation.
- ii. The Assistant Director of Handlooms shall be directed to address the local Arts & Science Colleges / Design and Textile Insitutes and the industry people in person / mail / overphone inviting Entries for the Competition revealing the norms of eligible participants and eligibility criteria and invite more entries for competition.

6. Mode of Submission:

- a. The design submitted by the candidate should be a fresh design created by the candidate himself/herself.
- b. The design should be people-wearable friendly designs.
- c. The design submitted by the candidate should show the innovative work done and its source of design.
- d. The design pattern should be weaving friendly.
- e. The design size should be mentioned by the candidate in the following format in 13X19 – 300 GSM Art Board with (A4 Size Design Pattern in the Left

side and Design Description in the right side), Border can vary from 1" to 5"–

Pallou should be above 27" – Body Butta – 1.5" to 6".

- f. The design submitted by the candidate should showcase with the photos and backpapers from the Sketch process, drawing process, Graph process.
- g. The designs should be the combination of traditional colours and new colour combination.
- h. The entries received from various districts should be submitted to the Deputy Director / Assistant Director of Handlooms as mentioned below.

Sl. No	DD / AD Circle	Districts Covered
1	Erode	Erode
2	Coimbatore	Coimbatore and The Nilgiris
3	Thiruchengode	Namakkal
4	Virudhunagar	Virudhunagar
5	Kumbakonam	Thanjavur, Ariyalur and Perambalur
6	Tiruppur	Tiruppur
7	Thirunelveli	Thirunelveli, Thoothukudi and Thenkasi
8	Vellore	Vellore, Thirupattur and Ranipet
9	Thiruvarur	Thiruvarur, Nagapattinam and Mayiladuthurai
10	Thiruvallur	Thiruvallur
11	Dindugul	Dindugul
12	Karur	Karur
13	Thiruvannamalai	Thiruvannamalai
14	Nagercoil	Kanyakumari
15	Madurai	Madurai and Theni
16	Paramakudi	Ramanathapuram and Sivagangai
17	Trichy	Trichy and Pudukottai
18	Cuddalore	Cuddalore, Villupuram and Kallakurichi
19.	Kancheepuram	Chennai, Kancheepuram and Chengalpet
20.	Salem	Salem, Dharmapuri and Krishnagiri

7. Constitution of District Level Screening Committee:

This committee shall be at district level and each circle Deputy Director/Assistant Director of Handlooms shall be the Chairman/Co-ordinator for the circle. The Committee shall be constituted with:

- i. Circle Deputy / Assistant Director of Handlooms – Chairman/Co-ordinator
- ii. Representative from Textile / Fine Arts Govt. Institution.
- iii. Regional Weavers Service Centre.
- iv. Two / Three Handloom / Textile Domain Experts from the district.
- v. Central Silk Board.

a. Screening Procedure:

Uniformity of the Screening procedure may be prescribed. Marks/ points shall be awarded for each criteria as below.

S.No	Criteria for Screening procedure	Maximum Marks to be awarded
1.	Themes / Concept / Sequence in Designs (Creativeness/ Innovation).	20
2.	Color Combination used	15
3.	Appearance of the Design	15
4.	Trendiness/ Marketability of the Designs	25
5.	Easily Woven in Handlooms	25

b. Procedures for scrutiny of Entries:

- Entries with minimum 50 marks will be considered.
- Top 20 Entries should be recommended to the State Level Selection Committee by each District Level Committee.

8. Constitution of State Level Selection Committee:

The following Committee members may be constituted for the State Level Selection Committee along with the representatives from the other fields.

S.No	Committee	
1.	Commissioner of Handlooms	Chairman
2.	Additional Director of Handlooms	Member
3.	Joint Director (Handlooms)	Convenor/ Member
4.	Director of Weavers Service Centre or Representative	Member
5.	Director of NIFT, Chennai or Representative	Member
6.	Managing Director, Arignar Anna Silk HWCS	Member
7.	Managing Director, Thirubhuvanam Silk HWCS	Member
8.	Managing Director, Chennimalai HWCS, Erode.	Member
9.	Chief General Manager of Co-optex	Member
10.	Assistant Director, Paramakudi	Member
11.	Representative from Central Silk Board	Member
12.	Designer, Thirubhuvanam Silk HWCS	Member
13.	Designer, Market Development Cell, TNHDC	Member
14.	Designer from Co-optex	Member

a. Screening Procedure by the State Level Selection Committee:

- ❖ After receiving the overall entries from the District Level Committee, the top 25 entries may be called for the interview for the final selection of entries.
- ❖ Among the top 25 selected entries, the top 10 entries should submit Cloth/Fabric with their designs to the State Level Selection Committee. The

cost towards conversion of design into Cloth/Fabric will be borne by Commissionerate of Handlooms/ Co-optex.

- ❖ Marks will be awarded to the participants by the Selection Committee during the Interview based on Qualifications, Creativity, Attitude, easily woven in Handlooms/looms, Design and Colour trend etc.,
- ❖ On the basis of the marks awarded, 1st three entries will be selected for the Best Young Designers Award with the Cash Prizes for the 1st Prize is Rs.1,00,000/-, 2nd Prize is Rs.75,000/- and 3rd Prize is Rs.50,000/-.
- ❖ In addition, the royalty on sale of minimum assured quantity of Cloth/ Fabric to the tune of Rs.5.00 Lakh and further royalty for sales above Rs.5.00 Lakh based upon the demand of the product will be given by Co-optex.

Dharmendra Pratap Yadav
Principal Secretary to Government

//True Copy//

[Signature]
16/11/22
Selection Grade Section Officer
[Signature]
16/11/22

ADDRESS DETAILS TO WHICH NOMINATION SHOULD BE SENT

Sl. No	Address	Participant's District
1	Assistant Director of Handlooms, No.426, Bhavani Main Road, Asokapuram, Erode – 638004 Phone: 0424-229145	Erode
2	Assistant Director of Handlooms, No.23, Bharathi ark II cross street, Saibaba Road, Coimbatore – 641 011. Phone: 0422-2445601	Coimbatore and The Nilgiris
3	Assistant Director of Handlooms, Ekatoor, Elanda Kuttai (PO), Kumarakalayam (Tk), Thiruchengode , Namakkal Dt – 638008 Phone: 04288-281669	Namakkal
4	Assistant Director of Handlooms, C.I.A. Block Building, 2 nd Floor, Collector complex, Perunthitta complex, Virudhunagar – 626002 Phone: 04562-252708	Virudhunagar
5	Assistant Director of Handlooms, No.H8/7, SIDCO, HP Industrial Estate, Thiruvananthapuram, Thanjavur – 612103. Phone: 0435-2461736	Thanjavur, Ariyalur and Perambalur
6	Assistant Director of Handlooms, No.504, Tiruppur District Collectorate campus, 5 th Floor, Palladam Road, Tiruppur – 641604 Phone:0421-2971115	Tiruppur
7	Assistant Director of Handlooms, District Collector's office complex, Previous Commissioner office building, Kokirakulam, Thirunelveli – 627009 Phone: 0462-2502980	Thirunelveli, Thoothukudi and Thenkasi
8	Assistant Director of Handlooms, No.1, New Street, Balaji Nagar, Katpadi, Vellore – 632 008 Phone: 0416-2242547	Vellore, Thirupattur and Ranipet
9	Assistant Director of Handlooms, No.108/7A, Opposite Tiruvarur Collectorate, Tiruvarur – 610001 Phone: 04366-240765	Tiruvarur, Nagapattinam and Mayiladuthurai
10	Assistant Director of Handlooms, No.26, Lal Bhagadur Shastri Road, Periyakuppam (Near Railway station) , Thiruvallur – 602001 Phone: 044-27664092	Thiruvallur

11	Assistant Director of Handlooms, No.62/20, Mentosa colony, Mengils Road, Nagal Nagar, Dindigul – 624003 Phone: 0451-2440517	Dindugul
12	Assistant Director of Handlooms, No.16-E, Thitta Salai Main Road, V.V.G Nagar, Vengamedu, Karur – 639006 Phone: 04234-223080	Karur
13	Assistant Director of Handlooms, Plot No.1165, Thendral Nagar, Vengikal P.O, Thiruvannamalai – 606604. Phone: 04175-232620	Thiruvannamalai
14	Assistant Director of Handlooms, District Collector Office (Extension) Building, No.15, 2 nd Floor, Nagercoil – 629001. Phone: 04652-278608	Kanyakumari
15	Assistant Director of Handlooms, No.29, Kakkan Street, Shenoy Nager, Madurai – 625020. Phone: 0452-2535669	Madurai and Theni
16	Assistant Director of Handlooms, No.2-42-1B, Vasanthapuram, Madurai Mandapam Road, Paramakudi-623707. Phone: 04564-226852	Ramanathapuram and Sivagangai
17	Assistant Director of Handlooms, No.63, Panchavarana Kovil Street, Woraiyur, Trichy- 620003. Phone: 0431-2760137	Trichy and Pudukottai
18	Assistant Director of Handlooms, No.8A1, Salakarai Road, Chellankuppam, Cuddalore – 607002. Phone: 04142-297973	Cuddalore, Villupuram and Kallakurichi
19.	Deputy Director of Handlooms, No.824, K.S.Parthsarathy street, Kamakshiamman colony, orikkai post, Kancheepuram – 631 501. Phone: 044-27238721	Chennai, Kancheepuram and Chengalpet
20.	Deputy Director of Handlooms, 4 th Floor, New Collectorate office campus, Salem – 636001. Phone: 0427-2414745	Salem, Dharmapuri and Krishnagiri

Example: If a participant belonging to Thanjavur (or) Ariyalur (or) Perambalur district, the entry form with design should be sent to the Assistant Director of Handlooms, No.H8/7, SIDCO, HP Industrial Estate, Thirubuvanam, Thanjavur – 612103.

Department of Handlooms
State Level Young Designer Prize Award Competition
Entry Form

1. Name of the participant :
2. Age (as on 01.04.2025) :
3. Mobile Number :
4. e-Mail id :
5. Address for Communication :
6. Educational Qualification :
7. Applicant Category :
 - a) Design Institutes / Textile Institutes (or)
 - b) Designer / Freelance designer / Arts & Science College Students (or)
 - c) Fashion and Textile Designers (or)
 - d) Design Students of Indian Institute of Handloom and Technology or National Institute of Fashion Technology or National Institute of Designing or Fine Arts College of Govt. of Tamil Nadu
8. No. of Designs / Set of Designs :
9. Name & Description of Designs, Theme / Concept / Design Sequence :
10. Past Experience (Specify) :

11. Any prize or Award Won for :
Design (Yes / No)
(if yes please specify)
12. Participation in any Competition :
in the past (Yes / No)
(if yes please specify)
13. Method of Development of : Manual / Computerized
Design (Tick appropriate one)
14. Brief description about the :
Design and Color trend used in
the design
(5 to 10 lines)
15. Technical details of designs for :
conversion into fabric.

Participant's Signature