

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

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**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.

| <b>S.No</b> | <b>Criteria for Screening procedure</b>                            | <b>Maximum Marks to be awarded</b> |
|-------------|--|------------------------------------|
| 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/<br>Member |
| 4.   | Director of Weavers Service Centre<br>or Representative | Member              |
| 5.   | Director of NIFT, Chennai<br>or Representative          | Member              |
| 6.   | Managing Director,<br>Arignar Anna Silk HWCS            | Member              |
| 7.   | Managing Director,<br>Thirubhuvanam Silk HWCS           | Member              |
| 8.   | Managing Director,<br>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,<br>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, 1<sup>st</sup> three entries will be selected for the Best Young Designers Award with the Cash Prizes for the 1<sup>st</sup> Prize is Rs.1,00,000/-, 2<sup>nd</sup> Prize is Rs.75,000/- and 3<sup>rd</sup> 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//

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

**ADDRESS DETAILS TO WHICH NOMINATION SHOULD BE SENT**

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

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