

## Press Release

### CHANGE OF LOOMWORLD LOGO

"**Loomworld**" is a sale outlet of Handloom Weavers Cooperative Societies launched in the year 2000 by the Department of Handlooms and Textiles, Government of Tamilnadu. It was registered as a separate entity under Trade Marks Act 1999, Government of India in March 2008. Government of Tamilnadu is propagating the concept of "**Loomworld**" through its chain of stores available in Chennai Anna Nagar, Egmore, Coimbatore, Kancheepuram, Madurai, Trichy, Salem and Erode. The purpose of **Loomworld** is to promote handlooms and patronize handloom weavers by providing marketing support to the Weavers Cooperative Societies so that the handloom weavers can get continuous employment for their livelihood.

#### **The present Logo of Loomworld is:**



In order to make the brand name more attractive, it is proposed to change the logo of the "Loomworld" to be more attractive and memorable in the minds of the general public. Hence, entries and suggestions are invited from the general public to **change the "Loomworld" logo**. The logo should be simple, memorable, timeless, versatile, appropriate and eye catching etc., It should reflect and represent the Handloom Weavers Co-operative Societies and handloom weavers' product in particular. Best selected entries will be rewarded with **1<sup>st</sup> prize of Rs.10,000/- and 2<sup>nd</sup> prize of Rs.5,000/-**. The logo should be an original and innovative one and it should not be the one already available anywhere in the world. More details of "Loomworld" can be had from the website [www:https://loomworld.in](https://loomworld.in)

The suggestions/entries should be sent to:

**Change of Loomworld Logo,  
Director of Handlooms and Textiles,  
Kuralagam, 2<sup>nd</sup> floor, Chennai 600 108.**

Last date for receipt of suggestions / entries is 31.3.2018.

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