

Physical and financial progress in respect of the clusters sanctioned in phase –II, III, and IV during the year 2007-08 and 2008-09 under Integrated Handlooms Development Scheme

Name of the Cluster: Berhampur

Name of the Implementing Agency: Assistant Director of Textiles, Berhampur, (Govt. of Orissa)

Phase – II

Year of sanction of the Cluster: 2007-2008

- a) Whether amount released by the GoI has been passed to the Implementing Agency? Yes.
- b) Whether the State Government concerned has released their share, if any, to the Implementing Agency? Yes.
- c) Whether the CDE has been appointing in the Cluster by the IA? Yes
- d) Whether Designer has been appointed in the Cluster by the IA? Yes
- e) Whether the fund sanctioned for setting up of yarn depot has been passed on to the NHDC? Yes.

As On 31.07.2009

Sl. No	Components		Targets approved by DC (Handlooms) Office		Achievements	
			Physical	Financial (Rs in lakh)	Physical	Financial (Rs in lakh)
<i>1</i>	<i>2</i>		<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>
1.	Baseline survey, diagnostic study, formation of SHGs			-		
2.	Formation of Consortium		1	0.50	-	0.07
3.	Corpus Fund for Yarn Depot.		1	3.00	1	3.00
4	Design Development & Product Diversification	for purchase of CATD	-	-		
		Engagement of Designers	1	2.00		0.858
5	CFC / Dye House		-	-		
6	Publicity & Marketing	Advertisements, brochure, catalogue	-	-		
		Exhibitions/fairs	1	1.50	3	1.50
		Buyer-Seller Meets	1	0.50		0.50
		Market Survey /Intelligence	1	0.75		0.75
		Awareness and exposure visit	33	1.00	33	1.00
		Development and hosting of website	-	-		

Sl. No	Components of the IHDS eligible for assistance		Targets as per the approval		Achievement	
			Physical	Finacial	Physical	Achievement
1	2		3	4	5	6
7	Basic inputs :	Margin Money	14	0.60	14	0.588
		New Looms	-	-		
		Dobby	-	-		
		Jacquard	-	-		
		Accessories	50	0.70	50	0.70
8	Construction of Work shed		10	2.50	8	2.25
9	Skill Up gradation	Weaving	1	3.00	1	3.00
		Dyeing	-	-		
		Design	-	-		
		Managerial Workshop	-	-		
10	Project Management Cost		1	0.25		0.0645
	Total			16.30		14.2805

(Sri Laxminarayan Nayak)
Director of Textiles & Handloom
Orissa

Physical and financial progress in respect of the clusters sanctioned in phase –II,III, and IV during the year 2007-08 and 2008-09 under Integrated Handlooms Development Scheme

Name of the Cluster: **Laxmiprasad**

Name of the Implementing Agency: Assistant Director of Textiles, Boudh, (Govt. of Orissa)

Phase – II

Year of sanction of the Cluster: 2007-08

- a) Whether amount released by the GoI has been passed to the Implementing Agency? Yes
- b) Whether the State Government concerned has released their share, if any, to the Implementing Agency? Yes
- c) Whether the CDE has been appointing in the Cluster by the IA? Yes
- d) Whether Designer has been appointed in the Cluster by the IA? Yes
- e) Whether the fund sanctioned for setting up of yarn depot has been passed on to the NHDC? Yes

As On 31.07.2009

Sl. No	Components		Targets approved by DC (Handlooms) Office		Achievements	
			Physical	Financial (Rs in lakh)	Physical	Financial (Rs in lakh)
1	2		3	4	5	6
1.	Baseline survey, diagnostic study, formation of SHGs		-	-		-
2.	Formation of Consortium		1	0.50		-
3.	Corpus Fund for Yarn Depot.		1	3.00	1	3.00
4	Design Development & Product Diversification	for purchase of CATD	-	-		
		Engagement of Designers	1	2.00		0.495
5	CFC/Dye House		-	-		
6	Publicity & Marketing	Advertisements, brochure, catalogue				
		Exhibitions/fairs	-	-		
		Buyer-Seller Meets	-	-		
		Market Survey /Intelligence	1	0.75		0.75
		Awareness and exposure visit	33	1.00	33	1.00
		Development and hosting of website	-	-		

Sl. No	Components of the IHDS eligible for assistance		Targets as per the approval		Achievement	
			Physical	Financial	Physical	Achievement
<i>1</i>	<i>2</i>		<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>
7	Basic inputs :	Margin Money	40	1.68	40	1.68
		New Looms	-	-	-	-
		Dobby	-	-	-	-
		Jacquard	-	-	-	-
		Accessories	-	-	-	-
8	Construction of Work shed		12	3.00	12	2.63
9	Skill Upgradation	Weaving	-	-	-	-
		Dyeing	1	1.00	1	1.00
		Design	-	-	-	-
		Managerial Workshop	-	-	-	-
10	Project Management Cost		1	0.25		0.25
	Total:			13.18		10.805

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Orissa

Physical and financial progress in respect of the clusters sanctioned in phase –II,III, and IV during the year 2007-08 and 2008-09 under Integrated Handlooms Development Scheme

Name of the Cluster: Fakirpur

Name of the Implementing Agency: Assistant Director of Textiles, Baripada, (Govt. of Orissa)

Phase – II

Year of sanction of the Cluster 2007-08

- a) Whether amount released by the GoI has been passed to the Implementing Agency? Yes
- b) Whether the State Government concerned has released their share, if any, to the Implementing Agency? Yes
- c) Whether the CDE has been appointing in the Cluster by the IA? Yes.
- d) Whether Designer has been appointed in the Cluster by the IA? Yes
- e) Whether the fund sanctioned for setting up of yarn depot has been passed on to the NHDC? Yes

As On 31.07.2009.

Sl. No	Components		Targets approved by DC (Handlooms) Office		Achievements	
			Physical	Financial (Rs in lakh)	Physical	Financial (Rs in lakh)
<i>1</i>	<i>2</i>		<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>
1.	Baseline survey, diagnostic study, formation of SHGs		-	-	-	-
2.	Formation of Consortium		-	-	-	-
3.	Corpus Fund for Yarn Depot.		1	3.00	1	3.00
4	Design Development & Product Diversification	for purchase of CATD	-	-	-	-
		Engagement of Designers	1	2.00	-	2.00
5	CFC/Dye House		-	-	-	-
6	Publicity & Marketing	Advertisements, brochure, catalogue	-	-	-	-
		Exhibitions/fairs	-	-	-	-
		Buyer-Seller Meets	-	-	-	-
		Market Survey /Intelligence	1	0.75	-	0.75
		Awareness and exposure visit	-	-	-	-
		Development and hosting of website	-	-	-	-

Sl. No	Components of the IHDS eligible for assistance		Targets as per the approval		Achievement	
			Physical	Financial	Physical	Achievement
1	2		3	4	5	6
7	Basic inputs :	Margin Money	28	1.18	28	1.18
		New Looms	-	-		
		Dobby	-	-	-	-
		Jacquard	-	-	-	-
		Accessories	-	-	-	-
8	Construction of Work shed		10	2.50	5	2.43
9	Skill Upgradation	Weaving	-	-	-	-
		Dyeing	1	1.00	1	0.99475
		Design	-	-	-	-
		Managerial Workshop	-	-	-	-
10	Project Management Cost		1	0.25		0.129
	Total:			10.68		10.48375

(Sri Laxminarayan Nayak)
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Physical and financial progress in respect of the clusters sanctioned in phase –II,III, and IV during the year 2007-08 and 2008-09 under Integrated Handlooms Development Scheme

Name of the Cluster: Patnagarh

Name of the Implementing Agency: Assistant Director of Textiles, Patnagarh, (Govt. of Orissa)

Phase – II

Year of sanction of the Cluster 2007-08

- a) Whether amount released by the GoI has been passed to the Implementing Agency? Yes
- b) Whether the State Government concerned has released their share, if any, to the Implementing Agency? Yes
- c) Whether the CDE has been appointing in the Cluster by the IA? Yes
- d) Whether Designer has been appointed in the Cluster by the IA? No, 1st year action plan does not provide
- e) Whether the fund sanctioned for setting up of yarn depot has been passed on to the NHDC? Yes

As On 31.07.2009.

Sl. No	Components		Targets approved by DC (Handlooms) Office		Achievements	
			Physical	Financial (Rs in lakh)	Physical	Financial (Rs in lakh)
1	2		3	4	5	6
1.	Baseline survey, diagnostic study, formation of SHGs		-	-	-	-
2.	Formation of Consortium		-	-	-	-
3.	Corpus Fund for Yarn Depot.		1	3.00	1	3.00
4	Design Development & Product Diversification	for purchase of CATD	-	-	-	-
		Engagement of Designers	-	-	-	-
5	CFC/Dye House		-	-	-	-
6	Publicity & Marketing	Advertisements, brochure, catalogue	1	0.20	-	0.10
		Exhibitions/fairs	1	2.00	-	0.35825
		Buyer-Seller Meets	1	1.00	-	1.00
		Market Survey / Intelligence	-	-	-	-
		Awareness and exposure visit	33	1.00	25	0.64175
		Development and hosting of website	-	-	-	-

Sl. No	Components of the IHDS eligible for assistance		Targets as per the approval		Achievement	
			Physical	Financial	Physical	Achievement
<i>1</i>	<i>2</i>		<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>
7	Basic inputs :	Margin Money	-	-	-	-
		New Looms	14	0.80	04	0.78
		Dobby	-	-	-	-
		Jacquard	-	-	-	-
		Accessories	70	1.00	40	0.66
8	Construction of Work shed		5	1.25	4	1.25
9	Skill Upgradation	Weaving	1	3.00	1	2.42
		Dyeing	-	-	-	-
		Design	-	-	-	-
		Managerial Workshop	-	-	-	-
10	Project Management Cost		1	0.25	-	0.18
	Total:			16.00		10.39

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Name of the Cluster: **Baramba.**

Name of the Implementing Agency: Asst. Director of Textiles, Athagarh (Govt. of Orissa)

Phase – II.

Year of sanction of the Cluster: 2007-08

- a) Whether amount released by the GoI has been passed to the Implementing Agency? Yes.
- b) Whether the State Government concerned has released their share, if any, to the Implementing Agency? : Yes.
- c) Whether the CDE has been appointing in the Cluster by the IA? Yes
- d) Whether Designer has been appointed in the Cluster by the IA? Yes
- e) Whether the fund sanctioned for setting up of yarn depot has been passed on to the NHDC? Yes

As On 31.07.2009.

Sl. No	Components		Targets approved by DC (Handlooms) Office		Achievements	
			Physical	Financial (Rs in lakh)	Physical	Financial (Rs in lakh)
1	2		3	4	5	6
1.	Baseline survey, diagnostic study, formation of SHGs		-	-	-	-
2.	Formation of Consortium		01	0.50	-	0.15
3.	Corpus Fund for Yarn Depot.		1	3.00	1	3.00
4	Design Development & Product Diversification	for purchase of CATD	-	-	-	-
		Engagement of Designers	01	2.00	1	0.495
5	CFC/Dye House		-	-	-	-
6	Publicity & Marketing	Advertisements, brochure, catalogue	-	-	-	-
		Exhibitions/fairs	01	0.81	1	0.81
		Buyer-Seller Meets	-	-	-	-
		Market Survey /Intelligence	01	0.75	-	0.75
		Awareness and exposure visit	33	1.00	-	0.57
		Development and hosting of website	01	0.25	-	-

Sl. No	Components of the IHDS eligible for assistance		Targets as per the approval		Achievement	
			Physical	Financial	Physical	Achievement
<i>1</i>	<i>2</i>		<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>
7	Basic inputs :	Margin Money	14	0.60	14	0.60
		New Looms	10	0.56	10	0.56
		Dobby	-	-	-	-
		Jacquard	2	0.08	-	-
		Accessories	37	0.52	36	0.52
8	Construction of Work shed		15	3.75	13	3.00
9	Skill Upgradation	Weaving	-	-	-	-
		Dyeing	-	-	-	-
		Design	-	-	-	-
		Managerial Workshop	-	-	-	-
10	Project Management Cost		-	0.25	-	0.106
	Total:			14.07		10.561

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Name of the Cluster: **Udala**

Name of the Implementing Agency: Asst. Director of Textiles, Baripada (Govt. of Orissa)

Phase – III

Year of sanction of the Cluster: 2007-08

- a) Whether amount released by the GoI has been passed to the Implementing Agency? Yes.
- b) Whether the State Government concerned has released their share, if any, to the Implementing Agency? Yes.
- c) Whether the CDE has been appointing in the Cluster by the IA? Yes.
- d) Whether Designer has been appointed in the Cluster by the IA? No, 1st year action plan does not provide.
- e) Whether the fund sanctioned for setting up of yarn depot has been passed on to the NHDC? Yes.

As On 31.07.09

Sl. No	Components		Targets approved by DC (Handlooms) Office		Achievements	
			Physical	Financial (Rs in lakh)	Physical	Financial (Rs in lakh)
<i>1</i>	<i>2</i>		<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>
1.	Baseline survey, diagnostic study, formation of SHGs		-	-	-	-
2.	Formation of Consortium		01	0.50	-	0.11
3.	Corpus Fund for Yarn Depot.		01	3.00	1	3.00
4	Design Development & Product Diversification	for purchase of CATD	-	-	-	-
		Engagement of Designers	-	-	-	-
5	CFC/Dye House		-	-	-	-
6	Publicity & Marketing	Advertisements, brochure, catalogue	-	-	-	-
		Exhibitions/fairs	-	-	-	-
		Buyer-Seller Meets	-	-	-	-
		Market Survey /Intelligence	-	-	-	-
		Awareness and exposure visit	33	1.00	33	1.00
		Development and hosting of website	-	-	-	-

Sl. No	Components of the IHDS eligible for assistance	Targets as per the approval		Achievement	
		Physical	Financial	Physical	Achievement
1	2	3	4	5	6
7	Margin Money	70	2.94	70	2.94
	New Looms	40	2.24	15	1.575
	Dobby	-	-	-	-
	Jacquard	-	-	-	-
	Accessories	40	0.56	40	0.56
8	Construction of Work shed	-	-	-	-
9	Weaving	01	3.00	1	2.54
	Dyeing	-	-	-	-
	Design	-	-	-	-
	Managerial Workshop	-	-	-	-
10	Project Management Cost	-	0.25		0.115
	Total:		13.49		11.84

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Director of Textiles & Handlooms
Orissa

Physical and financial progress in respect of the clusters sanctioned in phase –II,III, and IV during the year 2007-08 and 2008-09 under Integrated Handlooms Development Scheme

Name of the Cluster: Sinapali

Name of the Implementing Agency: Asst. Director of Textiles, Kalahandi (Govt. of Orissa)

Phase – III

Year of sanction of the Cluster: 2007-08

- a) Whether amount released by the GoI has been passed to the Implementing Agency? Yes.
- c) Whether the State Government concerned has released their share, if any, to the Implementing Agency? Yes.
- c) Whether the CDE has been appointing in the Cluster by the IA? Yes.
- d) Whether Designer has been appointed in the Cluster by the IA? Yes.
- e) Whether the fund sanctioned for setting up of yarn depot has been passed on to the NHDC? Yes.

As On 31.07.09.

Sl. No	Components		Targets approved by DC (Handlooms) Office		Achievements	
			Physical	Financial (Rs in lakh)	Physical	Financial (Rs in lakh)
1	2		3	4	5	6
1.	Baseline survey, diagnostic study, formation of SHGs		-	-	-	-
2.	Formation of Consortium		-	-	-	-
3.	Corpus Fund for Yarn Depot.		01	3.00	1	3.00
4	Design Development & Product Diversification	for purchase of CATD			-	-
		Engagement of Designers	01	1.00	-	0.33
5	CFC/Dye House		-	-	-	-
6	Publicity & Marketing	Advertisements, broacher, catalogue	01	0.10	-	0.10
		Exhibitions/fairs	01	2.00	1	1.54073
		Buyer-Seller Meets	-	0.50	-	-
		Market Survey / Intelligence	-	0.75	-	-
		Awareness and exposure visit	33	1.00	33	1.00
		Development and hosting of website	-	-	-	-

Sl. No	Components of the IHDS eligible for assistance		Targets as per the approval		Achievement	
			Physical	Financial	Physical	Achievement
1	2		3	4	5	6
7	Basic inputs :	Margin Money	14	0.60	14	0.588
		New Looms	-	-		
		Dobby	14	0.40	14	0.392
		Jacquard	-	-		
		Accessories	50	0.70	50	0.70
8	Construction of Work shed		10	2.50	10	2.50
9	Skill Upgradation	Weaving	01	3.00	1	3.00
		Dyeing	-	-	-	-
		Design	-	-	-	-
		Managerial Workshop	-	-	-	-
10	Project Management Cost		-	0.25	-	0.25
	Total:			15.77		14.65073

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Orissa

Physical and financial progress in respect of the clusters sanctioned in phase –II, III, and IV during the year 2007-08 and 2008-09 under Integrated Handlooms Development Scheme

Name of the Cluster: Jaleswar

Name of the Implementing Agency: Asst. Director of Textiles, Balasore (Govt. of Orissa)

Phase – III

Year of sanction of the Cluster : 2007-08

- a) Whether amount released by the GoI has been passed to the Implementing Agency ? Yes
- b) Whether the State Government concerned has released their share, if any, to the Implementing Agency? Yes
- c) Whether the CDE has been appointing in the Cluster by the IA. Yes
- d) Whether Designer has been appointed in the Cluster by the IA? No, 1st year action plan does not provide. If not, the reason thereof.
- e) Whether the fund sanctioned for setting up of yarn depot has been passed on to the NHDC? Yes

As On 31.07.2009.

Sl. No	Components		Targets approved by DC (Handlooms) Office		Achievements	
			Physical	Financial (Rs in lakh)	Physical	Financial (Rs in lakh)
1	2		3	4	5	6
1.	Baseline survey, diagnostic study, formation of SHGs		-	-	-	-
2.	Formation of Consortium		-	-	-	-
3.	Corpus Fund for Yarn Depot.		1	3.00	1	3.00
4	Design Development & Product Diversification	for purchase of CATD	-	-	-	-
		Engagement of Designers	-	-	-	-
5	CFC/Dye House		-	-	-	-
6	Publicity & Marketing	Advertisements, brochure, catalogue	-	-	-	-
		Exhibitions / fairs	1	1.50	1	1.40
		Buyer-Seller Meets	1	1.125	-	1.125
		Market Survey / Intelligence	1	0.75	-	0.75
		Awareness and exposure visit	-	-	-	-
		Development and hosting of website	-	-	-	-

Sl. No	Components of the IHDS eligible for assistance		Targets as per the approval		Achievement	
			Physical	Financial	Physical	Achievement
1	2		3	4	5	6
7	Basic inputs :	Margin Money	53	2.20	53	2.20
		New Looms	-	-	-	-
		Dobby	-	-	-	-
		Jacquard	-	-	-	-
		Accessories	43	0.60	-	0.28
8	Construction of Work shed		8	2.00	-	1.00
9	Skill Upgradation	Weaving	1	3.00	-	2.84
		Dyeing	2	2.00	2	2.00
		Design	2	1.00	-	-
		Managerial Workshop	-	-	-	-
10	Project Management Cost		-	0.25	-	0.25
	Total:			17.425		14.845

(Sri Laxminarayan Nayak)
Director of Textiles & Handlooms
Orissa

Physical and financial progress in respect of the clusters sanctioned in phase –II,III, and IV during the year 2007-08 and 2008-09 under Integrated Handlooms Development Scheme

Name of the Cluster: Gopalpur

Name of the Implementing Agency: Deputy Director of Textiles, Cuttack (Govt. of Orissa)

Phase – III

Year of sanction of the Cluster: 2007-08

- a) Whether amount released by the GoI has been passed to the Implementing Agency? Yes
- b) Whether the State Government concerned has released their share, if any, to the Implementing Agency? Yes
- c) Whether the CDE has been appointing in the Cluster by the IA? Yes
- d) Whether Designer has been appointed in the Cluster by the IA? No, 1st year action plan does not provide.
- d) Whether the fund sanctioned for setting up of yarn depot has been passed on to the NHDC? Yes

As On 31.07.2009.

Sl. No	Components		Targets approved by DC (Handlooms) Office		Achievements	
			Physical	Financial (Rs in lakh)	Physical	Financial (Rs in lakh)
<i>1</i>	<i>2</i>		<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>
1.	Baseline survey, diagnostic study, formation of SHGs		-	-	-	-
2.	Formation of Consortium		-	-	-	-
3.	Corpus Fund for Yarn Depot.		01	3.00	01	3.00
4	Design Development & Product Diversification	for purchase of CATD	-	-	-	-
		Engagement of Designers	-	-	-	-
5	CFC/Dye House		-	-	-	-
6	Publicity & Marketing	Advertisements, brochure, catalogue	-	-	-	-
		Exhibitions/fairs	-	-	-	-
		Buyer-Seller Meets	2	0.75	-	0.75
		Market Survey /Intelligence	-	-	-	-
		Awareness and exposure visit	-	-	-	-
		Development and hosting of website	-	-	-	-

Sl. No	Components of the IHDS eligible for assistance		Targets as per the approval		Achievement	
			Physical	Financial	Physical	Achievement
1	2		3	4	5	6
7	Basic inputs :	Margin Money	22	0.924	22	0.92
		New Looms	10	0.56	10	0.56
		Dobby	-	-	-	-
		Jacquard	-	-	-	-
		Accessories	-	-	-	-
8	Construction of Work shed		6	1.50	6	1.50
9	Skill Upgradation	Weaving	1	3.00	1	3.00
		Dyeing	-	-	-	-
		Design	-	-	-	-
		Managerial Workshop	-	-	-	-
10	Project Management Cost		-	0.25	-	0.25
	Total:			9.98		9.98

(Sri Laxminarayan Nayak)
Director of Textiles & Handlooms
Orissa

Physical and financial progress in respect of the clusters sanctioned in phase –II,III, and IV during the year 2007-08 and 2008-09 under Integrated Handlooms Development Scheme

Name of the Cluster: **Baripada**

Name of the Implementing Agency: Assistant Director of Textiles, Baripada (Govt. of Orissa)

Phase – III

Year of sanction of the Cluster: 2007-08

- a) Whether amount released by the GoI has been passed to the Implementing Agency ? Yes
- b) Whether the State Government concerned has released their share, if any, to the Implementing Agency ? Yes
- c) Whether the CDE has been appointing in the Cluster by the IA? Yes
- d) Whether Designer has been appointed in the Cluster by the IA? No, 1st year action plan does not provide.
- e) Whether the fund sanctioned for setting up of yarn depot has been passed on to the NHDC? Yes

As On 31.07.2009.

Sl. No	Components		Targets approved by DC (Handlooms) Office		Achievements	
			Physical	Financial (Rs in lakh)	Physical	Financial (Rs in lakh)
<i>1</i>	<i>2</i>		<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>
1.	Baseline survey, diagnostic study, formation of SHGs		-	-	-	-
2.	Formation of Consortium		1	0.50	-	0.132
3.	Corpus Fund for Yarn Depot.		1	3.00	1	3.00
4	Design Development & Product Diversification	for purchase of CATD	-	-	-	-
		Engagement of Designers	-	-	-	-
5	CFC/Dye House		-	-	-	-
6	Publicity & Marketing	Advertisements, brochure, catalogue	-	-	-	-
		Exhibitions/fairs	1	1.00	1	1.00
		Buyer-Seller Meets	1	0.75	-	0.75
		Market Survey /Intelligence	-	-	-	-
		Awareness and exposure visit	-	-	-	-
		Development and hosting of website	-	-	-	-

Sl. No	Components of the IHDS eligible for assistance		Targets as per the approval		Achievement	
			Physical	Financial	Physical	Achievement
1	2		3	4	5	6
7	Basic inputs :	Margin Money	62	2.60	62	2.60
		New Looms	36	2.02	-	1.456
		Dobby	5	0.14	5	0.14
		Jacquard	-	-	-	-
		Accessories	36	0.50	26	0.50
8	Construction of Work shed		8	2.00	-	1.00
9	Skill Upgradation	Weaving	1	3.00	1	2.989
		Dyeing	1	1.00	1	1.00
		Design	-	-	-	-
		Managerial Workshop	-	-	-	-
10	Project Management Cost		-	0.25	-	0.234
	Total:			15.76		14.801

(Sri Laxminarayan Nayak)
Director of Textiles & Handlooms
Orissa

Physical and financial progress in respect of the clusters sanctioned in phase –II, III, and IV during the year 2007-08 and 2008-09 under Integrated Handlooms Development Scheme

Name of the Cluster: Dhenkanal

Name of the Implementing Agency: Assistant Director of Textiles, Dhenkanal (Govt. of Orissa)

Phase – III

Year of sanction of the Cluster: 2007-08

- a) Whether amount released by the GoI has been passed to the Implementing Agency? Yes
- b) Whether the State Government concerned has released their share, if any, to the Implementing Agency ? Yes
- c) Whether the CDE has been appointing in the Cluster by the IA? Yes
- d) Whether Designer has been appointed in the Cluster by the IA? Yes
- e) Whether the fund sanctioned for setting up of yarn depot has been passed on to the NHDC? Yes

As On 31.07.2009

Sl. No	Components		Targets approved by DC (Handlooms) Office		Achievements	
			Physical	Financial (Rs in lakh)	Physical	Financial (Rs in lakh)
1	2		3	4	5	6
1.	Baseline survey, diagnostic study, formation of SHGs		-	-	-	-
2.	Formation of Consortium		1	0.50	-	0.10
3.	Corpus Fund for Yarn Depot.		1	3.00	1	3.00
4	Design Development & Product Diversification	for purchase of CATD	-	-	-	-
		Engagement of Designers	1	1.00	-	-
5	CFC/Dye House		-	-	-	-
6	Publicity & Marketing	Advertisements, brochure, catalogue	-	-	-	-
		Exhibitions/fairs	1	1.50	1	1.10
		Buyer-Seller Meets	-	-	-	-
		Market Survey / Intelligence	-	-	-	-
		Awareness and exposure visit	33	1.00	33	1.00
		Development and hosting of website	-	-	-	-

Sl. No	Components of the IHDS eligible for assistance		Targets as per the approval		Achievement	
			Physical	Financial	Physical	Achievement
1	2		3	4	5	6
7	Basic inputs :	Margin Money	55	2.31	55	2.31
		New Looms	10	0.56		0.56
		Dobby	-	-		
		Jacquard	-	-		
		Accessories	42	0.60		0.60
8	Construction of Work shed		6	1.50	6	1.50
9	Skill Up-gradation	Weaving	1	3.00	1	2.955
		Dyeing	-	-	-	
		Design	-	-	-	-
		Managerial Workshop	-	-	-	-
10	Project Management Cost		-	0.25	-	0.14
	Total:			14.22		13.265

(Sri Laxminarayan Nayak)
Director of Textiles & Handlooms
Orissa

Physical and financial progress in respect of the clusters sanctioned in phase –II,III, and IV during the year 2007-08 and 2008-09 under Integrated Handlooms Development Scheme

Name of the Cluster: Aska

Name of the Implementing Agency: Assistant Director of Textiles, Berhampur (Govt. of Orissa)

Phase – III

Year of sanction of the Cluster: 2007-08

- a) Whether amount released by the GoI has been passed to the Implementing Agency? Yes
- b) Whether the State Government concerned has released their share, if any, to the Implementing Agency ? Yes
- c) Whether the CDE has been appointing in the Cluster by the IA? Yes
- d) Whether Designer has been appointed in the Cluster by the IA? Yes
- e) Whether the fund sanctioned for setting up of yarn depot has been passed on to the NHDC? Yes

As On 31.07.2009

Sl. No	Components		Targets approved by DC (Handlooms) Office		Achievements	
			Physical	Financial (Rs in lakh)	Physical	Financial (Rs in lakh)
<i>1</i>	<i>2</i>		<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>
1.	Baseline survey, diagnostic study, formation of SHGs		-	-	-	-
2.	Formation of Consortium		-	-	-	-
3.	Corpus Fund for Yarn Depot.		1	3.00	1	3.00
4	Design Development & Product Diversification	for purchase of CATD	-	-	-	-
		Engagement of Designers	1	1.00	-	-
5	CFC/Dye House		-	-		
6	Publicity & Marketing	Advertisements, brochure, catalogue	1	0.08		0.08
		Exhibitions/fairs	1	1.50	1	1.474
		Buyer-Seller Meets	1	0.38	1	0.38
		Market Survey /Intelligence	1	0.75	1	0.75
		Awareness and exposure visit	33	1.00	33	1.00
		Development and hosting of website	-	-		

Sl. No	Components of the IHDS eligible for assistance		Targets as per the approval		Achievement	
			Physical	Financial	Physical	Achievement
<i>1</i>	<i>2</i>		<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>
7	Basic inputs :	Margin Money	10	0.42	10	0.42
		New Looms	-	-		
		Dobby	-	-		
		Jacquard	-	-		
		Accessories	43	0.60	43	0.60
8	Construction of Work shed		6	1.50	6	1.50
9	Skill Upgradation	Weaving	1	3.00	1	3.00
		Dyeing	-	-		
		Design	-	-		
		Managerial Workshop	-	-		
10	Project Management Cost		-	0.25	-	0.126
	Total:			13.48		12.33

(Sri Laxminarayan Nayak)
Director of Textiles & Handlooms
Orissa

Physical and financial progress in respect of the clusters sanctioned in phase –II,III, and IV during the year 2007-08 and 2008-09 under Integrated Handlooms Development Scheme

Name of the Cluster: Ranapur

Name of the Implementing Agency: Assistant Director of Textiles, Nayagarh (Govt. of Orissa)

Phase – III

Year of sanction of the Cluster: 2007-08

- a) Whether amount released by the GoI has been passed to the Implementing Agency? Yes
- b) Whether the State Government concerned has released their share, if any, to the Implementing Agency ? Yes
- c) Whether the CDE has been appointing in the Cluster by the IA? Yes
- d) Whether Designer has been appointed in the Cluster by the IA? Yes
- e) Whether the fund sanctioned for setting up of yarn depot has been passed on to the NHDC ? Y

As On 31.07.2009.

Sl. No	Components		Targets approved by DC (Handlooms) Office		Achievements	
			Physical	Financial (Rs in lakh)	Physical	Financial (Rs in lakh)
<i>1</i>	<i>2</i>		<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>
1.	Baseline survey, diagnostic study, formation of SHGs		-	-		
2.	Formation of Consortium		1	0.50	-	0.10
3.	Corpus Fund for Yarn Depot.		1	3.00	1	3.00
4	Design Development & Product Diversification	for purchase of CATD	-	-		
		Engagement of Designers	1	2.00		0.33
5	CFC/Dye House		-	-		
6	Publicity & Marketing	Advertisements, brochure, catalogue	1	0.15		-
		Exhibitions/fairs	1	1.50		0.10
		Buyer-Seller Meets	1	0.45		0.45
		Market Survey /Intelligence	1	0.23		0.23
		Awareness and exposure visit	33	1.00	18	0.995
		Development and hosting of website	-	-		

Sl. No	Components of the IHDS eligible for assistance		Targets as per the approval		Achievement	
			Physical	Financial	Physical	Achievement
<i>1</i>	<i>2</i>		<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>
7	Basic inputs :	Margin Money	16	0.71	16	0.71
		New Looms	13	0.73	13	0.73
		Dobby	-	-		
		Jacquard	-	-		
		Accessories	30	0.42		0.42
8	Construction of Work shed		20	5.00	12	3.63
9	Skill Upgradation	Weaving	-	-		
		Dyeing	1	1.00	1	1.00
		Design	-	-		
		Managerial Workshop	-	-		
10	Project Management Cost		-	0.25	-	0.193
	Total:			16.94		11.888

(Sri Laxminarayan Nayak)
Director of Textiles & Handlooms
Orissa

Physical and financial progress in respect of the clusters sanctioned in phase –II,III, and IV during the year 2007-08 and 2008-09 under Integrated Handlooms Development Scheme

Name of the Cluster : **Bolagarh**

Name of the Implementing Agency: Asst. Director of Textiles, Khurda (Govt. of Orissa)

Phase – III

Year of sanction of the Cluster: 2007-08

- a) Whether amount released by the GoI has been passed to the Implementing Agency? Yes
- b) Whether the State Government concerned has released their share, if any, to the Implementing Agency? Yes
- c) Whether the CDE has been appointing in the Cluster by the IA? Yes
- e) Whether Designer has been appointed in the Cluster by the IA? Yes
- f) Whether the fund sanctioned for setting up of yarn depot has been passed on to the NHDC? Yes

As On 31.07.2009.

Sl. No	Components		Targets approved by DC (Handlooms) Office		Achievements	
			Physical	Financial (Rs in lakh)	Physical	Financial (Rs in lakh)
<i>1</i>	<i>2</i>		<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>
1.	Baseline survey, diagnostic study, formation of SHGs		-	-		
2.	Formation of Consortium		-	-		
3.	Corpus Fund for Yarn Depot.		1	3.00	1	3.00
4	Design Development & Product Diversification	for purchase of CATD	-	-		
		Engagement of Designers	1	2.00		
5	CFC/Dye House		-	-		
6	Publicity & Marketing	Advertisements, brochure, catalogue	1	0.34		-
		Exhibitions/fairs	1	1.50	1	0.115
		Buyer-Seller Meets	1	0.50		0.50
		Market Survey /Intelligence	1	0.30		0.30
		Awareness and exposure visit	33	1.00	17	1.00
		Development and hosting of website	-	-		

Sl. No	Components of the IHDS eligible for assistance		Targets as per the approval		Achievement	
			Physical	Financial	Physical	Achievement
1	2		3	4	5	6
7	Basic inputs	Margin Money	14	0.60	14	0.60
		New Looms	1	0.10	1	0.10
		Dobby	3	0.10		0.10
		Jacquard	-	-		-
		Accessories	14	0.20		
8	Construction of Work shed		20	5.00	19	4.61
9	Skill Upgradation	Weaving	1	2.00		2.00
		Dyeing	-	-		
		Design	-	-		
		Managerial Workshop	-	-		
10	Project Management Cost		-	0.25	-	0.2196
	Total:			16.89		12.7446

Sri Laxminarayan Nayak)
Director of Textiles & Handlooms
Orissa

IMPORTANT SCHEME GUIDELINES

1 "PROMOTION OF HANDLOOM INDUSTRIES"

Handloom Industry is the second largest employer in India, and also in Orissa, next to Agriculture. It is essentially a household Industry providing employment to more than 3 lakh weavers in Orissa. The Industry represents the continuity of the age-old Indian heritage of hand weaving communities. Till the middle of the Xth Plan Government Policies have focused only on the weavers under the Co-Operative fold. With the decline of PWCS, a need was felt to adopt the Cluster Development Approach and focus on the weaver and his production condition for development of the sector. The Department had no comprehensive scheme to address all the components required for the economic development of the weavers of the state. The scheme "Promotion of Handloom Industries" which is under implementation since 1996-1997, till the year 2005-2006, has mainly served as a scheme for publicity and dissemination on account of inadequate finance flow. For lack of any other development oriented scheme in the state sector, the POHI has been broadened with inclusion of components like modernization of looms, provision of CFC, training, communication, publicity activities like participation / organisation of exhibition, fair and seminars, state award, trade promotion, documentary films, other publicity, exposure visit etc. suitable in the context of the present need. The modified and expanded scheme has also been approved by the P&C Department which focused both on development of market, strengthen information dissemination and also focus on production condition.

The guidelines for implementation of different components under the scheme are given hereunder.

Director of Textiles, Orissa will be the Nodal Agency of this scheme for the State.

Concerned zonal ADT /Orissa State Handloom Weavers Co-Operative society/any reputed professional registered body/organisation shall be the implementing agency of different components of this scheme as specified below.

1. INFRASTRUCTURE

(A) Common Facility Center - (CFC):

i) Setting up of CFC / Go-Down:

In order to provide pre and post weaving facilities like winding, warping and sizing etc. to the weaver in a Handloom concentration area, it has been proposed to construct CFC. Similarly Go-Down shall be constructed to keep the Raw materials, finished stocks and other valuables of the WCS in safe condition.

Criteria

The CFC/Go-down shall be established on the land of viable PWCS / SHG / NGO available in weaver concentration areas as per the proposal / recommendation of zonal ADT.

These units shall be constructed as per the model plan and estimate prepared by J.E. and duly approved by the Director of Textiles, Orissa.

ii) Renovation/ Up gradation of CFC / Go-down:

It is found that CFC / Go-down in different districts of Orissa are lying in unutilized condition. As such, the weavers do not get advantage from the existing units. So it has been proposed for major renovation of CFCs (including machineries & equipments etc) / Go-downs in viable areas.

Criteria:

- i) The proposed unit must have been constructed before 10 years.
- ii) ADTs shall submit proposal for major renovation/up gradation of CFCs/ Go-down supported by a plan estimate duly certified by a competent Civil Engineer not below the rank of a Junior Engineer of the State Government.
- iii) Certificate duly countersigned by the ADT should be furnished from the implementing organization for arranging extra funds if required for the purpose.

(B) Renovation of Show Room:

In this era of fashion and modernity, customer care and comfort are considered top priority. To attract customers in an exclusive way and compete with other Mega show rooms, it has been proposed to renovate some existing show-rooms of APEX as well as PWCS including new construction.

Criteria:

- (i) Concern PWCS / Organisation shall submit proposal through proper channel to DT (O) for renovation of show rooms situated at different places.
- (ii) Financial assistance for District level and APEX level organisation shall be available, on the specific requirement as detailed by an estimate for all renovation over 5.00 lakhs, design given by a registered architect will be required. A PWCS / Apex will share 25 % of the total renovation cost for all renovation over Rs 3.00 / Rs. 5.00 Lakh respectively.
- (iii) The proposal shall be supported by a plan estimate duly certified by a competent Civil Engineer not below the rank of a Junior Engineer of the State Government.

(C) Renovation of Dyeing Unit:

Quality production in handloom has always been associated with better dyeing with new shades, fast colours which is possible through a dyeing unit having modern facilities for dyeing. It has been proposed to renovate the existing dyeing units in handloom clusters with some modern machinery.

Criteria:

- i) The PWCS/Federation of SHGs should have its own dyeing unit dyeing on an average of at least ½ bale of yarn per day.
- ii) It shall make the unit available for any workshop/training programme organized in association with the zone.

(D) For any proposal relating to Infrastructure not mentioned above, a specific proposal with cost break-up & justification to that effect may be submitted for approval of D.T. (O).

2. TECHNOLOGY INTERVENTION:

Frequent diversification of design/product as per the market need has become an essential feature of the present production system to make the Handloom Industry sustainable. These factors have been taken care in the component "Technology Intervention through product diversification" with a purpose to i) introduce high productive looms, modern attachments like Dobby, Jacquard, Jalla, SPS Slay etc. ii) assistance for design diversification to the needy and skilled weavers for producing fabrics as per market demand with a cost competitive price. This shall result in providing sustainable livelihood to the weavers family through increased wage earning. Assistance under the component to all category of weavers will be provided on 90:10 sharing basis from GoO and the beneficiary concerned respectively.

Criteria:

- i) Only needy and regular weavers will be covered.
- ii) Where ever possible Looms and accessories may be manufactured locally or purchased from the local manufacturing units inside or neighboring state.

- iii) Zonal ADTs shall submit specific proposal and on approval, the ADTs shall take steps for early utilization fund

CAPACITY BUILDING

(A) For weavers:

Introduction of modern looms / weaving accessories, and diversification of designs is linked to skill / technology / wage earning of weavers, which shall be up-graded through i) organization of training, workshop etc. ii) exposure visit of weavers to progressive handloom clusters in/outside of the state.

Criteria:

All categories of weavers in the trade in a cluster shall be eligible.

Workshop shall be organized by the concerned zonal ADT in collaboration with ITT, Choudwar/ WSC, Bhubaneswar or other organization as per the requirement.

Weaving and Dyeing training programme shall be conducted by the concerned ADT, through MCM / WSC, Bhubaneswar/ ITT, Choudwar/any other reputed professional organization.

A team of 16 weavers with two technical officials will make exposure visit to improved handloom clusters in/outside of the state.

Concerned zonal ADT shall work out the detail action plan of the workshop on Weaving / Designing / Dyeing training programme / Exposure visit of weavers and on approval of same by Govt. shall implement.

(B) For Officer/Staff

In order to develop i) HRD / Techno - Managerial capacity of the officers, they will undergo exposure visit / study tour to the selected Institutes / Clusters. ii) Mid-service training shall be imparted to Weaving Mistries in a phased manner at WSC, BBSR. Madhusudan Co-op. Training Institute, ITT, Choudwar, UNIDO etc, followed by exposure visit in/outside State. iii) Computer awareness training shall also be imparted for capacity building.

Criteria:

- i) Officials working under zonal ADTs to be trained shall be decided by concerned ADTs.
- ii) The name of the weaving mistries/Institute, period of undergoing such training of the officers shall be finalized at the level of Directorate & one Weaving Supervisor shall remain as Officer in-charge of training.
- iii) Documentation of each programme is to be made for future reference.

C) For Existing Educational & Training Institutes functioning under the department:

The cost of Infrastructure, machineries, training & other ancillary expenditure etc, towards both recurring and non-recurring shall be met under this component. For this purpose specific proposal is to be formulated & approval of Govt., in T & H Department is to be obtained prior to sanction and utilization of funds.

4. PROMOTION OF MARKETING ACTIVITIES:

(A) Organization of Exhibition / Expos/Fair

This is a suitable platform to meet potential buyers, obtain customer's feed back, understand market directions, observe competition and collect orders. It provides opportunity for benchmarking against competitors in a way which no other marketing medium can do. Exhibition / Expos provide a forum for the weavers through their representative PWCS / Apex society where product of the State is displayed under one roof. Organizations of Expo / Exhibition are required to promote the products, obtain feed back from valued customers, understand market trend etc.

Criteria:

Boyanika will submit specific proposal for organization of Exhibition/Expos outside the State.

ADTs shall submit proposal for organization of mini exhibition.

(B) Buyer & Sellers meet / workshop:

Marketing is one of the thrust areas for sustainable growth of handloom sector for which constant feedback on marketing activities of Handloom products is required. This can be available through conducting Buyer/seller meet in /outside of the State at regular intervals. One such activity shall be taken bimonthly at different places.

Criteria:

It shall be implemented through Directorate of Textiles / potential ADT zones / leading marketing organizations like "BOYANIKA" and "Sambalpuri Bastralaya HLCS Ltd" and proposal shall be finalized for sanction accordingly.

(C) Participation in Marketing Events:

(a) Numbers of DLEs / Handloom Expos are being organized in different places by GoO / DCH, GOI during various important occasions through the State. But due to high stall rent and other expenditures, the primary societies/SHGs are reluctant to participate. In order to compensate the expenditure partially, it has been proposed to provide assistance to some leading PWCS/ SHGs of the State.

(b) In order to popularize Orissa Handloom fabrics in foreign market and exploring export market, it is necessary to participate in different international marketing events and reserve space in different events in the foreign countries for displaying Orissa Handloom fabrics for publicity as well as sale. Orissa State Handloom WCS Ltd, the leading handloom organization of the State will be the implementing agency of this component.

Criteria:

For (a) above

i) All categories of working PWCS / SHGs shall be eligible.

Concerned ADTs shall select the PWCS / SHGs for participation.

For (b) above,

i) Orissa State Handloom WCS Ltd will submit specific proposal with details of calendar and amount required for participating in different International events for approval.

5. BRAND BUILDING, G.I , AND PUBLICITY:**A) Brand building and Geographical Indication:**

Every qualitative product has a Brand name which is its basic identity. An established Brand name is also supported with benchmark like GI registration, ISO-9001 etc for which funds are required. Besides, Handloom mark and Silk marks are also essential for marketing of Handloom. Leading marketing organizations of the State like "BOYANIKA" and "Sambalpuri Bastralaya HLCS Ltd" can avail benefit out of this to boost their marketing activities.

Criteria:

(i) Concerned Implementing organization shall submit proposal to DT (O) under this component for approval and sanction.

(ii) Assistance shall be available to the beneficiary organization with their equal participation.

B) Publicity and Information Dissemination:

At present publicity plays an important role for marketing of any product. Accordingly, due weightage will be given for wide publicity of different varieties of Orissa Handloom as well

as information with regards to achievement etc, of the sector under different programmes like preparation of film, printing of catalogues & brochures, advertisement through AIR & Doordarshan, erection of hoardings at different important places etc for consumer awareness.

Similarly for better and fast co-ordination with the field offices and thereby to increase the efficiency has been proposed to connect Directorate with the field offices through e linking.

Criteria:

Orissa State Handloom WCS Ltd. will furnish necessary proposals under this component to the Directorate for approval prior to implementation of the programme.

***6. MARGIN MONEY TO PWCS FOR STRENGTHENING OF WORKING CAPITAL BASE**

This component is meant to strengthen the financial condition of PWCS / SHGs, by way of providing additional working capital through margin money. As some of the PWCS/SHGs, are not financially sound to provide raw-materials and wages to the weavers regularly, it has been proposed to provide assistance to some needy weavers, which will be utilized towards working capital.

Criteria:

- i) Any working weaver member of a PWCS/SHGs, in the weaving profession is eligible
- ii) He should not have availed of similar assistance earlier.
- iii) The ADT shall submit need-based proposals to the Directorate for scrutiny and approval.

***7. WORK SHED CUM HOUSING:**

An improved work shed / housing cum work shed provides hygienic environment through better ventilation / lighting, more work space, easier to take up pre weaving processes, enables installation of improved looms including Broad loom and safe guard the belongings from natural hazards like rain and fire. This will facilitate a weaver to devote more time for the weaving activities in an affective manner and higher earning.

Criteria:

- a) Member of the Weavers Co operative Society / Weavers Self Help Group.
- b) Having at least 50 % wage earning during a year from the weaving profession.
- c) Having a land in the name of the weavers where the construction and weaving shall be taken up.
- d) He should not have a RCC roofing work shed.
- e) Have been assisted with any assistance under Housing scheme during the last three years.
- f) The scheme shall be implemented through the concern WCS and Self Help Group to which the beneficiaries belong.

***8. RAW MATERIAL BANK:**

After closure of Spinning Mills in Orissa, weavers of the state are totally dependant on yarn from the neighboring states like Coimbatore, Madurai, for cotton and Bangalore and Malda for silk. No approved showroom or retail outlet of any reputed mill is located in the State.

Weavers are fully dependent on Private traders buy second quality yarn at higher price. This is also limited to only grey yarn. Bleached and coloured yarns are directly procured

from the South, in case of better-known varieties like MKR, Mahalaxmi, Ramakrisna and Raja lingam etc.

All the factors results in monopoly of the private traders in yarn business, and there is no control over the price. Exploitation is acute when yarn rate fluctuate in the National market, as market fluctuation is a regular feature in yarn business.

To overcome the aforesaid problems it has been proposed to set up Yarn Bank in the Handloom clusters. Proposed yarn bank shall get only one time assistance from GoO. The infrastructure shall be provided by the concerned implementing agency (PWCS/ SHG federation etc, as the case may be).

***9. SOCIAL SECURITY & WELFARE**

(A) Development of Weavers Database and Weavers Photo Identity Cards:

The State Government will create a separate Computer Database with an unique multiple digit code for every weaver and issue identity cards to the weavers. This can be utilized as a Monitoring Information System for the weavers in the handloom sector, as the beneficiaries will be extended benefits under various Handloom related Programmes in addition to Insurance.

(B) Weavers' Welfare Fund:

Objective:

- (i) Provide emergent relief to indigent weavers (those enrolled under HIS of GoI) in case of Health Problems by release of assistance, pending settlement of Health Insurance Claim.
- (ii) Provide a part of weavers share of Insurance premium as State Govt's participation.

A Help line may be maintained in the Zonal/ Directorate of Textiles level.

Criteria for Selection:

- i) The weaver must have been residing and working in the village located in a Handloom Cluster for last 10 years.
- (ii) He must be earning 50% of his income from weaving activities.
- (iii) The weaver should be identified as an individual. He may or may not be a member of the PWCS or an SHG. But he should not be a Master Weaver for availing assistance under Weavers Welfare fund. .
- (iv) The identification will be done by the Asst. Director of Textiles of the concerned Zone and release of assistance can be done with the approval of the concerned Divisional Officer of Textiles / Collector of the district.
- (v) In emergent cases approval can be obtained over telephone from any of the aforesaid authorities and subsequent approval can be sought.
- (vi) A monthly report of disbursement will be forwarded by the Asst. Director of Textiles to the Director of Textiles under intimation to the Collector of the district.

*** 10. IMPLEMENTATION OF S.C.D.P.**

The **State Cluster Development Programme** is an attempt to facilitate the sustainable development of handloom weavers located in identified clusters into a **cohesive, self managing and competitive socio-economic unit.**

OBJECTIVES

The main objectives of this Scheme are as follows:

- To empower handloom weavers and build their capacity to meet the challenges of the market and global competition in a sustainable and self reliant manner;
- To facilitate collectivization of handloom weavers and service providers for procurement, production, marketing and other support activities to promote sustainable growth and diversification;
- To provide for common infrastructure and activities in a viable format in the cluster.
- To provide for development of handloom clusters in an inclusive and holistic manner in an environment of empowered and participative decision making;
- To encourage convergence of schematic assistance and support services from various schemes and programmes of various government and other agencies in the cluster to optimize resource utilization for betterment of the livelihood and quality of life of handloom weavers.

SELECTION OF CLUSTERS:

Selection of clusters will be on the basis of their uniqueness of design and product, number of looms, and capacity to survive in a fiercely competitive environment. In the first phase, the scheme will be implemented in the cluster which must have a minimum of 2000 looms.

ELIGIBLE COMPONENTS/ ACTIVITIES

The cluster development programme will address the requirements of the cluster in a coordinated and comprehensive manner. The component eligible for assistance under the scheme shall be as per the guideline.

Note:

- *i) Selection of beneficiaries under individual beneficiary oriented scheme shall be made at the District level through a committee headed by concerned District Collector as Chairman of the committee and Divisional Textile Officer/ADT/one representative each from WCS and SHGs. In case of inconvenience, Collector may delegate P.D., DRDA /G.M., D.I.C. to chair the committee.
- *ii) The component under SI – 6 was earlier under ACA scheme but from 2007-2008, as there is no allocation of funds under ACA for the Handloom sector, it has been added under this scheme,
- *iii) The components under SI no. 7, 8, 9 and 10 have been inducted under this scheme as a part of the “Weavers Package” introduced by the H’ble Chief Minister, Orissa.
- *iv) Financial allocations for each component under the scheme shall be finalized by the Govt, in T & H Deptt from time to time as per need.
- *v) Up to 3 % of the funds will be utilized towards monitoring/evaluation, innovative ideas which may emerge during the course of implementation of the programme or might not have been incorporated in the guideline with approval of the Administrative Department on submission of specific project proposal.

Consequent upon approval and sanction of any component as individual scheme, the corresponding scheme accommodated above shall cease functioning.

2. STATE RESOURCE CENTRE & RESEARCH DEVELOPMENT CELL

Government of India is looking beyond Cooperative Societies in the Handloom Sector and has adopted Cluster Development as a conscious strategy. Two Integrated Handloom Clusters with over 5000 looms have been adopted at Bargarh and Sonapur. Six to eight more clusters with 500-5000 looms each will be sanctioned in 2007-08. This is a huge task and will be implemented by the State. It is felt necessary to constitute a State Resource Centre for Cluster Development which will function as a part of Textiles & Handloom Department to monitor, supervise and implement Cluster Development Programme.

The Center shall be well equipped with professional and official with modern communication system & Internet facilities to have a ready access to the International markets. Besides this, the State Resource Centre will also act as a High-tech Handloom Training and Resource Cell for imparting training on modern technology through installation of table-top looms, scanner, plotter, graphics & computer aided designs and e-Commerce. It will have adequate mobility and common support to attend to Cluster level problems.

OBJECTIVES :

- ❖ To promote base practices through Research and Development at the State level Centre and propagate thereby extension to the clusters.
- ❖ To empower Handloom weavers and build their capacity to meet the challenges of Global competition in self reliance and sustainable manner.
- ❖ To act as Service provider for procurement, production, marketing and other support activities.
- ❖ To facilitate the development of handloom clusters in an inclusive holistic manner with an environment of participating.
- ❖ To encourage the convergence of schematic assistance and support service from various schemes and programme from Govt. and other bodies in the cluster to optimize resource utilization for betterment of livelihood and quality of the weavers.

STRATEGIES

1. Weavers focused intervention.
2. Technology up-gradation.
3. Research and Development.
4. Market-led design and product development.
5. Market expansion.
6. Strengthening of human resources.
7. Treat all weavers as a community.
8. Increase out reach to weavers out of cooperative fold.
9. Plan intervention as per need.

10. Plan for sustained development.

PLAN OF ACTION FOR THE 11TH PLAN PERIOD:

1. To evolve into a specialized Research Centre for Capacity building of Cluster Development Stakeholders in the State.
2. To help in creating a conducive environment for promotion and development of the handloom industry for preserving and promoting the cultural heritage of the State.
3. To promote transfer of skills and their up gradation through the involvement of various technical and other related institutions and supporting their initiatives.
4. To promote any activities that may motivate the weavers of the state for new design development, product innovation and product diversification.
5. To conduct surveys, studies and research in the field of Handlooms.
6. To help the weaver communities in establishing common facilities under public private partnership mode.
7. To promote up-gradation of technology by local innovation or with tie-ups with the various marketing channels including exporters, export promotion bodies etc. for to the weaver group/ societies etc.
8. To conduct conference, symposia, seminars, workshop training, buyer-seller meet, exhibitions, awareness camps etc.
9. To facilitate organisation of SHGs/ Coop. societies / Association of weavers and promote their capacity building.
10. To develop data banks and dissemination of information amongst the weavers.
11. To help weavers' association or other community managed organisations in formulation of project reports for support from various funding institutions. To conduct feasibility studies of project.
12. To enter into collaboration arrangements with other organizations for transfer of improved technology, procurement of raw-materials, marketing of finished goods etc.
13. Registration of weavers/ association of weavers.
14. To arrange welfare of weavers by networking with various other departments of the state as well as the central government or other suitable institutions involved in such activities.

COMPONENT II - RESEARCH DEVELOPMENT

Considerable emphasis is being given on Research development at National level. Unless human resource developed, machines and materials are renovated and innovated, it is difficult to keep identity and uniqueness of our products as experienced in recent past. An emphasis on Research and Development on technical aspects covering dyeing practices and improved looms/ product techniques will promote best practices among weavers.

PLAN OF ACTION:

- ❖ Development of new designs with CAD/ CAM system.
- ❖ Higher productivity with quality followed by cost reduction.
- ❖ Product diversification with market feed back.
- ❖ Better weaving standard.

- ❖ Flexibility of mindset for technology adoption.
- ❖ Dissemination of new design, colour combination & dyeing technique to the field.
- ❖ Development of colour combination with the help of colour matching machines.
- ❖ Automation of pre loom/post loom operation for productivity.
- ❖ Creation of new market in National and International level.

SC, ST & OBC Beneficiaries:

The R&D Cell is meant for research work on Handloom Development targets all beneficiaries including SC & OBC covering more than 10,000 weavers @ 30% and 70% respectively in supply of designs inputs along with specifications with a need base approach.

Benefits for Women:

Pre and post loom around 50 % of the women around 5000 will be benefited in modern methodology of Dyeing, pre and post loom activities along with special thrust on new simpler designs.

Employment Generation

Around 1000 weavers and officials, technocrats will be trained in design, dyeing, weaving to for self employment.

20 % more wage earning because of introduction of new designs and higher productivity.

New / Existing Coverage.

The research Development cell will disseminate the information, technology, designs to weavers of the PWCS, SHGs , SME and Master Weavers to entire State free of cost which facilitate high production , productivity, diversity and quality.

BPL Coverage :

- 15-20 % new weavers will be covered from unskilled to skilled and skilled to semiskilled including women.
- BPL families should be included as a special thrust upon collected data which is expected to be around 40%.

3. CAPACITY BUILDING IN HANDLOOM SECTOR THROUGH TRAINING & TECHNOLOGY INTERVENTION

A) TITLE OF THE SCHEME

“Capacity building in handloom sector through Training and Technology Intervention”

B) PREFACE

Handloom is an important cottage industry in Orissa providing employment to more than 2.00 lakh weavers in rural areas. The weavers are mostly conversant on adopting the traditional method in weaving of handloom cloth resulting low productivity and market value and having little or no scope for product diversification as per present market trend. Similarly, the technical staff and officers of the Directorate working in the sector are also unable to guide them properly as per present need due to lack of exposure to modern technical know-how and market trend etc.

In order to provide sustainable livelihood to the weavers of the State and bring improvement in the capacity of the officials, this new scheme has been formulated with an aim to increase the productivity and earning capacity of the weavers through need based input in training & technology intervention catering to the market demand.

C) OBJECTIVE OF THE SCHEME

Training:

- i) To provide necessary training in an integrated and comprehensive manner to upgrade the skill and knowledge of the weavers/ artisans along with provision for basic inputs for product development and diversification as per the present market demand.
- ii) To provide necessary refresher training to the technical personnel working under the Directorate of Textiles and its zonal offices at professional Institutes like Indian Institute of Handloom Technology, National Institute of Fashion Technology, NISSET, NIRD and other local institutes for up-gradation of their skill and knowledge on techno managerial aspects.

TECHNOLOGY:

Improvement of output in the pre-weaving process by introduction of Auto Pirn/ Bobbin/ Tie Dye Peg winding machines.

Introduction of small capacity modern dyeing machine for improving dyeing process and to facilitate quality dyeing.

Introduction of natural dyeing process including “Aul” dyeing.

Attachment of special lifting device like Dobby, Jalla, Jacquard and supporting device like Drop-Box & Catch cord on conventional Frame / Pit loom for value addition.

Introduction of Broad looms fitted with Pick-n-Pick / Drop-Box motion for product diversification as well as increase in productivity.

Provision of Frame loom with improved weaving / dyeing/ designing accessories and attachments to the needy weavers for orientation of products as per consumer and market needs.

Introduction of quality control system with a small set of testing equipments to ensure consumer satisfaction.

Design Intervention by introduction of CAD facility and consultancy from designers to make the product qualitative, attractive and consumer / market oriented.

D) DESCRIPTION OF THE SCHEME

In order to meet the challenges of Powerloom sector as well as global market in view of the threat of WTO and in order to keep pace with the imported apparel/ furnishing items which substitutes most of our traditional products, it is felt quite essential for up-grading the skill and knowledge of weavers and technical staff and simultaneously coherent presentation of the skill, craftsmanship qualities of weavers through a diversified range of products as per market trend. The scheme will be extensively implemented mainly on two components i.e.

- a) Capacity building of weavers & officials by providing different trainings.
- b) Technological intervention in the sector on pre-loom, on-loom and quality control processes.

E) Unit cost of the Scheme:

In Orissa, at present there are about more than 2.00 lakh weavers engaged in the production of handloom fabrics. Due to constraint in funds, it is proposed to cover 6600 weavers & 190 officials under the scheme during the XIth Plan period with a total financial outlay of Rs. 1800.00 lakh. In the 1st year of the XIth plan i.e. 2007-08, 1100 weavers and 50 officials will be covered under this scheme with a total expenditure of Rs. 300.00 lakh as per the detail given hereunder.

I. COMPONENT: CAPACITY BUILDING OF WEAVERS / OFFICIALS

a) For Weavers

Training Item	No. of weavers per batch	Training duration per batch	Cost per training (Rs. In Lakh)	No. of training progms.	Total No. of Weavers	Total cost (Rs. In Lakh)
1	2	3	4	5	6	7
1. Weaving with Jacquard	10	4 months	4.00	10	100	40.00
2. Weaving with Jalla/ Dobby	20	2 month	3.02	10	200	30.20
3. Weaving on Tie & Dye	20	2 months	2.05	5	100	10.25
4. Dyeing	20	1 month	1.80	5	100	9.00
				Total	500	89.45

b) Training for trainers

Sl No	Training Item	No of trainers	Training duration in no. of days	* Remuneration to trainer @ RS 200/- per day	Training kits & other expenses @ RS 500/- per trainer	*Remuneration of Master trainer @ RS 250/- per day	Total cost
1	2	3	4	5	6	7	8
1	Weaving with Jacquard	10	30	60,000/-	5000/-	7500/-	72,500/-
2	Weaving with Jalla/ Dobby	10	15	30,000/-	5000/-	WSC personnel	35,000/-
3	Weaving on Tie & Dye	5	30	30,000/-	2500/-	7500/-	40,000/-
4	Dyeing	5	15	15,000/-	2500/-	WSC personnel	17,500/-
Total		30		1,35,000/-	15,000/-	15,000/-	1,65,000/-

* Note: The remuneration cost includes stipend, TA, DA expenses.

C. For Officials (Refreshers Training & HRD Training)

Training Item	No. of Officials per batch	Training duration pre batch	Cost per training (Rs. In Lakh)	No. of training programme	Total No. of Officials	Total cost (Rs. In Lakh)
1	2	3	4	5	6	7
a) Out side State	10	15 days	1.26	4	40	5.04
b) Inside State	10	10 days	0.51	1	10	0.51
				Total	50	5.55

ABSTRACT

Sl. No	Category of Training	No. of Training	Funds involved (Rs. In Lakh)
1.	For Weavers	500	89.45
2.	For Master trainers	30	1.65
3	For officials	50	5.55
4.	5% cost of the project for Baseline survey, Evaluation and monitoring	-	5.00
Total		580	101.65

II. COMPONENT: TECHNOLOGICAL INTERVENTION IN THE HANDLOOM SECTOR

Rs. In Lakh

Sl. No	Core group of Activities	Name of the Machinery	Unit cost	No of units	Total cost	Training cost	Total outlay
1	2	3	4	5	6	7	8
1.	Development of Pre-loom Process	a) Auto Pirn winder	0.20	10	2.00	0.40	2.40
		b) Auto Bobbin winder	0.50	10	5.00	0.40	5.40
		c) Auto T&D Peg winder	0.20	10	2.00	0.40	2.40
		d) Chamber Dyeing machine (5 Kg capacity)	2.25	5	11.25	0.45	11.70
		e) Dyeing equipments for Natural Dyeing	0.03	100	3.00	6.50	9.50
		Sub Total (1)			23.25	8.15	31.40
2.	Development of on-Loom Process	a) Dobby with Accessories	0.03	91	2.73	-	2.73
		b) Jacquard with accessories	0.10	20	2.00	3.90	5.90
		c) Jalla with Accessories	0.03	100	3.00	9.70	12.70
		d) Drop Box with Sley	0.06	20	1.20	-	1.20
		e) Broad loom with accessories	0.25	20	5.00	1.94	6.94
		f) Frame loom with catch cord	0.20	40	8.00	2.20	10.20
		Sub Total (2)			21.93	17.74	39.67
3.	Quality Control Process	a) Manual Yarn Count Tester	0.05	10	0.50	-	0.50
		b) Manual Dyeing fastness Tester (Washing Rubbing, Light)	0.15	10	1.50	-	1.50
		c) Magnifying glass, shade card, Measuring tape, light system	0.05	10	0.50	-	0.50
		d) Training project for quality control process at ITT	0.42	3	-	1.26	1.26
		Sub Total (3)			2.50	1.26	3.76
4.	Workshop	-	0.30	5	1.50	-	1.50
		Sub Total (4)			1.50	-	1.50

5.	Cluster Level MEC (Mini Export Cell)	a) Land (to be arranged by lead WCS/ SHG)	-	5	-	-	-
		b) Central Work shed (60'x 25'=1500 sft)	6.00	5	30.00	-	30.00
		c) Loom					
		i) Frame loom 20 nos. @ 12,000/-	0.12	100	12.00	8.75	25.75
		ii) Broad loom 4 nos. @ 25,000/-	0.25	20	5.00		
		d) warping drum, accessories, one Auto Bobbin & one auto Pirn winder	1.00	5	5.00	0.40	5.40
		e) Installation of CAD/ CAM facility	5.00	5	25.00	1.02	26.02
		f) Stitching unit with 5 sewing machines capacity @ 10,000/-	0.50	5	2.50	3.25	5.75
		g) Design Consultancy	1.00	5	5.00	-	5.00
		h) Technical Consultancy	0.90	5	4.50	-	4.50
		i) Linkage with Export House (Tour & Visit)	1.00	5	5.00	-	5.00
		j) Quality Control System	0.25	5	1.25	-	1.25
		k) Legal Expenses for Export Cell	0.20	5	1.00	-	1.00
		Sub Total (5)			96.25	13.42	109.67
6.	Baseline survey & Monitoring of project 2% of TP cost		-	-	4.00	-	4.00
7.	Project evaluation & documentation by external agency 5% of TP cost		-	-	10.00	-	10.00
		Sub Total (6+7)					14.00
		Grand Total (1 to 7)			159.43	40.57	200.00

Note.

- Government of Orissa share shown at Col-6 have been revised from 50% to 90 %.
- The beneficiary share shown at Col-7 have been revised from 50 % to 10%.

F) SOURCE OF FUNDING

Funds required for implementation of this scheme during XIth Plan period shall be met from the State Plan provision.

G) CRITERIA FOR SELECTION OF BENEFICIARIES

- i) Weavers shall be identified from selected clusters to get a visible impact.
- ii) Any person earning minimum of 50% of his/her total income from handloom sector will be treated as a regular weaver and shall be eligible for availing benefit under this scheme.
- iii) Weavers working under WCS/ SHG / Master Weaver/ NGO including independent weavers are eligible fulfilling the above criteria.
- iv) The training will be conducted in a batch of 5 to 25 weavers through a Master trainer.
- v) The zonal ADTs shall take steps for identification of the weavers on the basis of baseline survey at the field level for both the components through a selection committee and emphasis shall be given for selection of not more than one weaver from a family in first phase so as to extend benefit to more weavers in a cluster under this scheme.
- vi) Master trainer will be selected through a selection committee at the level of Directorate.
- vii) For Mini export cell of each cluster, the weavers need to have :-
 - a) Special skill on both traditional and contemporary product.
 - b) Special interest to adopt new technique.
 - c) Age between 18 to 45 years.
- viii) The required inputs like raw-materials, looms, additional attachments, accessories etc. along with any other requirements shall be finalized at the respective Zonal level through a Technical Committee for subsequent approval of the Director of Textiles.
- ix) The implementing agencies shall be responsible for purchase/ procurement of all inputs required for implementation of the programme.

H) BASELINE SURVEY & CODIFICATION

Before selection of the beneficiaries, a baseline survey will be conducted by the respective zonal ADTs in order to find out the present status of the weavers in terms of productivity, skill, wage earning etc. which will be helpful in future while evaluating impact of the project.

Besides, codification of the beneficiaries will be undertaken in terms of zone, district, block, GP, village, related organisation and name of the beneficiary. For the baseline survey & codification necessary provisions have been made in the project.

I) EXPECTED OUTCOME

After implementation of the project, an optimum change in the handloom sector in Orissa can be noticed. The skill and capacity of the weavers will be improved by the use of modern technology and inputs. Qualitative products will be available for the niche market with consumer satisfaction. Quality of the products can be maintained and there will be scope for export of these items to the foreign countries. The economic standard of the weavers will be

improved through higher earning with an expected rise of about 15%. The volume of production will also be increased to about 25%.

J) MARKET IMPACT

With the introduction of the scheme the quality and volume of production will be increased. These products will no doubt have a better demand in the market. The concerned weavers organisation will take the responsibility to feed these stocks in domestic market in & outside state at the initial stage and take steps for reaching foreign market in succeeding years.

K) MONITORING & EVALUATION

The Directorate of Textiles & Handlooms, Orissa shall be the Nodal agency. For monitoring and smooth implementation of the scheme, a committee shall be constituted at the level of Directorate, which will finalise the modalities for supervision and implementation of the programme at field level. The zonal Asst. Director of Textiles shall be the implementing agency for the scheme. 2 % of the project cost shall be kept reserved for baseline survey, overall monitoring / supervision and documentation of the programme at the field level.

The evaluation of the programme is to be conducted through an external agency which will be selected by the committee and 5 % of the project cost shall be kept reserved for the purpose.

1. SC, ST & OBC beneficiaries coming under the Scheme

Total beneficiaries proposed to be covered in the plan period shall be 6600.

Approximate SC beneficiaries - 2000

Approximate OBC beneficiaries - 4600

2. Expected Outcome

UP-gradation of skill and knowledge of weavers to modern technology and to take up product diversification as per market need.

Production of qualitative fabric with good texture, design, colour fastness & colour combination.

About 25 % increase in productivity and product diversification.

Approximately 15% increase in wage earning of weavers.

Scope for higher market share :- About 20% rise in marketing of handloom products

3. Benefit for Women

Handloom being a cottage based industry, involvement of family members including women is very much in existence in the various activities of handloom.

In general, women use to perform all the preparatory works required in weaving.

In order to make the women self sustained and independent, thrust is being given for organisation of more women SHGs in the sector for extension of scope to avail the benefits directly.

20 % of total i.e. 1320 women will be covered under this scheme to take up main activity i.e. weaving.

4. Credit Flow/ Beneficiary component :

- ❖ Financing institutions have been impressed upon and requested on the recommendation of the SLBC for extending adequate financial support to the SHGs as well as individual weavers through adoption of clusters basing on their existence in the locality.
- ❖ 10 % of the cost of the scheme will be borne by the beneficiary either from their own resources or credit linkage through banks.

5. Employment Generation - SEM

3318 weavers will be trained through Self Employment Mission.

Approximately 15-20 % rise in wage structure of weavers.

6. New / Existing coverage :-

- ❖ Coverage of new weavers - 10%
- ❖ Coverage of existing weavers - 90%

7. No of BPL families to be included.

About 35-40 % of total beneficiaries will be covered under BPL category

8. Export Potential

- ❖ Emphasis will be given to reach the domestic and International niche markets for marketing of products.
- ❖ About 10-15 % rise in export potentiality is expected.

4. DESIGN INTERVENTION FOR BUSINESS DEVELOPMENT IN HANDLOOM SECTOR (PUBLIC PRIVATE PARTNERSHIP)

1. Introduction

Handloom is an important cottage industry in Orissa providing vast employment to rural artisans. The handloom sector, being highly decentralized and dispersed, suffers from cost disadvantages, technological obsolescence and marketing handicaps in comparison to Powerloom and Mill sector.

The Govt. of Orissa, T&H Dept. has been supporting the Handloom sector through implementation of various programmes relating to input supplies, production, marketing etc. This has helped the sector in development of new and diversified products for domestic and National markets. However, there is need to upgrade the technology in the areas of pre-loom, on-loom & post-loom activities with a focus on overall improvement in the productivity and quality of the products for niche market.

2. Objective

- a) To establish a production base with upgraded technology to interlink all production activities under one roof for undertaking bulk production with improved productivity and quality for domestic and export market.
- b) To reduce production cycle time to ensure delivery of goods in time.
- c) To achieve quality product standards with price competitiveness in the domestic & export market.
- d) To ensure product diversification as per market trend.
- e) To ensure capacity building of weavers through skill up-gradation training.

3. Benefits available under the scheme.

75% cost will be provided by GOO as subsidy under this scheme and the balance 25% will be borne by the entrepreneurs / agency.

4. Quantum of Assistance :

Under the scheme assistance will be provided, for infrastructure, purchase of new machinery and equipments in pre-loom, post-loom and on-loom operations, up-graded testing and quality control equipment for exclusive use by the handloom production units including linked ancillary expenses with a maximum ceiling of Rs. 40.00 lakh per project allowing a maximum State share assistance of Rs. 30.00 lakh per project depending on the interventions. The beneficiary agency share shall be a maximum of Rs. 10.00 lakh. A model cost breakup of the project is given at Annexure-I

5. Release of funds.

Funds will be released to the units in phased manner as detailed below, after necessary verification and recommendation by the zonal officers concerned on completion of respective parts of the project, subject to signing of a MOU between the Director of Textiles, Orissa and the Implementing Agency.

Sl. No	Phase	Item	Time Span
1	Part-I	Construction/ Renovation of the common workshed	1 st quarter of sanction
2	Part-II	a) Procurement / Purchase & installation of the machinery & equipment b) Design input by the designer c) (i) Training (ii) Raw material & Wages for the trainees (iii) Technical supervision	2 nd and 3 rd of quarter of sanction
3	Part-III	a) Market support b) Quality control c) Project evaluation/documentation	4 th quarter of sanction

6. Duration of the Project.

The maximum duration for installation of machineries and commencement of the production is one year from the date of sanction of the project.

7. Eligible organization.

The aforesaid package under this scheme would be available to the existing handloom units having a minimum of 20 handloom operated in a common workshed. The scheme shall also be available to the new units which propose to set up with at least 20 handlooms at one place in a common workshed.

The benefits under the scheme can be available by private handloom entrepreneurs, primary handloom WCS, Apex Handloom Coop. Society (OSHWCS)/ Local NGOs/ SHG (having handloom background) etc.

8. Machinery & Equipment

A model list of machinery and equipments for use in Handloom sector is mentioned at Annexure-II. The beneficiary may purchase machineries and equipment other than the list, if essential, subject to prior approval of the "Project Appraisal Committee".

9. Ownership of the Unit

The ownership of the unit shall be vested with the State Govt. The maintenance expenses i.e repair and replacement of machineries and equipments shall be borne by the Govt. as well as the beneficiary agency on 50:50 basis.

10. Submission of proposals.

The project proposal is required to be submitted as per the guideline at Annexure-III.

11. Project Appraisal Committee (PAC)

The Project Appraisal Committee, headed by the Director of Textiles, Orissa shall assess the physical and financial viability of the project, projected outcome in term of employment generation, weaver's income, product diversification/ development / export and cost benefit ratio etc. and shall submit its recommendations to the Project Approval Committee for a final view.

The Committee shall consist of the following: -

- | | |
|--|-----------------|
| a) Director of Textiles, Orissa.
(or any authorized representative) | Chairman |
| b) Addl. Director of Textiles, Orissa | Member |
| c) MD, Orissa State Handloom HL WCS Ltd. | Member |
| d) Representative of local Textile Institute / NIFT | Member |
| e) Officer in charge of WSC , Bhubaneswar | Member |
| f) Concerned Zonal ADT | Member |
| g) ADT, Hqr. (dealing with the scheme) | Member Convener |

12. Project Approval Committee.

The project duly recommended by the Project Appraisal Committee shall be placed before the Project Approval Committee for approval. This Committee shall be headed by the Commissioner-cum-Secretary Textile & Handloom Dept., Orissa and comprise of the following.

- | | |
|---|-----------------|
| a) Commissioner-cum-Secretary, Textiles, Orissa. | Chairman |
| b) Director of Textiles, Orissa | Member |
| c) Addl. Secretary / Joint Secretary T&H Dept. | Member |
| d) Addl. Director Textiles/ Joint Director of Textiles
(Directorate of Textiles) | Member |
| d) Under Secretary to Govt. T&H Dept. | Member Convener |

13. Monitoring of Scheme

The projects will be monitored by the zonal Assistant Director of Textiles, concerned. The officers from the Directorate of Textiles will visit the units from time to time for physical inspection and to review the progress of implementation of the projects.

Annexure-1

1.	Cost of Common Workshed		
	i) Pre-Loom & Post –Loom (900 Sqr. feet Max)	3500 Sqr. ft. @ Rs. 300/- per Sqr. ft.	Rs. 10.50 Lakh
	ii) Loom shed with Office –cum- Godown (2600 Sqr. ft Max)		
2.	Machinery & Equipment		
	i) Pre-Loom machines with wet processing	Rs. 3.50 Lakh	Rs. 10.50 Lakh
	ii) 20 nos. of Looms with special attachments	Rs. 5.00 lakh	
	iii) Post loom with quality control equipment	Rs. 2.00 lakh	
3.	Design Input		
	i) Designer (local) Rs. 2.50 Lakh	(for a period of 6 months)	Rs. 4.50 Lakh Max
	ii) Designer (Out State) Rs. 4.50 Lakh		
4.	Training		
	Jacquard / Jalla & Dobby / Dyeing		Rs. 3.00 Lakh
5.	Raw Material and Wage		
	@ Rs. 8000/- / Loom Production / month	3 rotations / Annum	Rs. 6.50 Lakh
6.	Market support for Products		
	Expo. /Exhibitions participation & Buyers contact & visit		Rs. 2.50 Lakh
7.	Technical Supervision		
	Engagement of technical person (one local) other administrative expenses and recurring expenses for one year		Rs. 2.00 lakh
8.	Miscellaneous		
	Project evaluation/ Documentation etc.		Rs. 0.50 Lakh
	Total		Rs. 40.00 Lakh

(Rupees forty lakh only) / Project

Annexure-II

LIST OF MACHINERIES AND EQUIPMENTS FOR USE IN HANDLOOM SECTOR.

A. Pre-Loom

- i) Auto Pirn winder
- ii) Auto Bobbin winder
- iii) Auto Tie & Dye Peg winder
- iv) Dyeing utensils, equipments
- v) Dyeing machines
- vi) Warping machines
- vii) Sizing machines
- viii) Design equipments
- ix) Automatic plier-cum-twisting machine.

B. On- Loom

- i) Loom (pit /frame/Broad/ other looms) with accessories
- ii) Drop box with sley.
- iii) Catch cord
- iv) Dobby with accessories
- v) Jalla with accessories
- vi) Jacquard with accessories

C. Post-Loom

- i) Facility for sizing and other finish etc.
- ii) Hand printing accessories.

D. Quality Control.

- i) Yarn count tester.
- ii) Dyeing fastness tester.
- iii) Magnifying glass shade card.
- iv) Light chamber for fabric quality testing.
- v) Fabric strength tester.

Annexure-III

Procedure for submission of the project proposal

The guidelines for submission of project proposal under the scheme are as follows.

- a) The beneficiary organisation shall submit the project proposal along with the profile of the organisation in Annexure-IV and project profile in Annexure-V with relevant documents to the zonal Assistant Director concerned.
- b) The project proposal shall be duly scrutinized / examined by the zonal Assistant Director Textiles concerned. After an inspection of the proposed project site, due verification and satisfaction, the project will be submitted to the Directorate of Textiles alongwith the Annexure-IV & V, relevant documents and inspection report.
- c) The project proposal duly forwarded by the zonal Assistant Director of Textiles concerned shall be appraised by the Project Appraisal Committee. The committee after duly appraising the project shall recommend the project proposal to the Govt. in Textile and Handloom Department alongwith all documents and specific recommendations for approval or otherwise.
- d) The duly recommended project proposal shall be placed before the Project Approval Committee, for in-principle approval of each project and the same will be conveyed accordingly.

Annexure-IV

Profile of the Beneficiary Organisation

1. Name of the Organisation and complete Postal Address
2. Status of the Organisation : Apex Society
Primary Weavers Coop.
Society ,NGO,
Private Entrepreneurs etc.
Any other (please specify)
3. Year of Registration / Establishment with Registration No(Enclose, wherever applicable copy of the registration Certificate) :
4. Type of Unit : a) New Unit
b) Up-gradation of existing unit
5. Name of the contact person with designation :
6. Activity in brief (including items of production on Handloom) :
7. No of weavers with the Organisation (Male/ Female) (SC/ ST/ OBC/ Others) :
8. No of looms installed and working with the organisation (in case of existing unit) :
9. Annual turn over of the Organisation for the last 3 years (year wise)
10. Exports if any in value terms for the last 3 years (year wise) :
11. Profit/ Loss for the last 3 years (year wise) :
12. Audited accounts for the last 3 years (enclose, wherever applicable) :
13. Details of projects/ schemes implemented in the past out of funds provided by Govt. under various plan schemes. (furnish details scheme wise) :

Signature of the Head of the Organisation with name and complete address, phone No., FAX, e-mail, Mobile phone No

Annexure-V

PROJECT PROFILE

1. Objective and thrust of the project.
2. Existing infrastructure / work shed / building available with the organistaion.
3. Details of existing machinery and equipments available with the organisation (wherever applicable)
4. Whether the existing site is owned /leased (if leased, lease agreement should be for at least 10 years as on the date of submitting proposal) by the organisation (enclose relevant documents)
5. Details of site plan with total land and covered area for setting up of the proposed project (provide location, photographs and site plan)
6. Detailed machinery requirement under the proposal.
 - ❖ Pre-Loom
 - ❖ On-Loom
 - ❖ Post-Loom
 - ❖ Quality Control
7. Installed production capacity
 - ❖ Existing (Machines/ Material)
 - ❖ Proposed (Machines / Materials)
8. Cost estimates and suppliers of the proposed Machinery & Equipments (Machine-wise & Supplier-wise) (attach sheet with details)
9. Total cost of the proposed machinery & equipments.
10. Source of funding by the organisation; own or from bank (break up) (enclose copy of the pass book of the bank a/c)
11. Name of the bank and bank documents for tie-up of loan, if any for the proposed project.
12. Amount of subsidy required (Rs. In Lakh)
13. No of beneficiaries under the proposed project
14. Anticipated returns from the project in physical and financial terms. Also indicate the benefits to the weavers under the project (in terms of employment, wages, basic amenities, social security etc.)
15. Enclose activity chart with time schedule for each activity.

Signature of the Head of the Organisation with name and complete address, phone No., FAX , e-mail, Mobile phone No)

1. SC, ST & OBC beneficiaries coming under the Scheme.

- ❖ Total units proposed to set up in XIth plan - 10 nos.
 - ❖ Total beneficiaries to be covered :-

(i)	Directly	-	200
(ii)	Indirectly	-	200
- Coverage of Beneficiaries
- | | | |
|-------------------------------|---|-----|
| Approximate SC beneficiaries | | 50% |
| Approximate OBC beneficiaries | - | 50% |

- ❖ Most of the beneficiaries will be covered from OBC & SC category. But the percentage of OBC & SC beneficiaries depends on the proposals to be received for setting up / renovation of handloom units.

2. Expected Outcome

- ❖ 30 % rise in Production and productivity.
- ❖ Production of qualitative items with comparatively low cost.
- ❖ Diversification of product as per market trend.
- ❖ Skill up-gradation of weavers through different training programmes.
- ❖ Reduction of production cycle time and ensurance delivery of goods in time.

3. Benefit for Women:

- ❖ 50 % women weavers will be benefited.
- ❖ Approximately 25 % women weavers will be engaged for weaving in the unit.

4. Credit Part : Share of Bank's Credit / Weavers Share

25 % cost of the scheme will be borne by the entrepreneurs through credit linkage with bank or out of their own resources.

5. Employment Generation -SEM

- ❖ 50% fund will be met from the scheme and balance 50% fund from SEM for training of weavers.
- ❖ Employment generation

i.	Directly	-	200
ii.	Indirectly	-	200

6. New / Existing coverage :-

- Coverage of new weavers - 25%
- Coverage of existing weavers - 75%

7. No of BPL families to be included.

About 35-40 % of total beneficiaries will be covered under BPL category

8. Export Potential

- ❖ Emphasis will be given to reach the domestic and International niche markets for marketing of products.
- ❖ About 10-15 % rise in export potentiality is expected.

5. PROMOTION OF TEXTILE INDUSTRIES

PREFACE:

The quota system in Europe and America has been lifted since January 2005. The textile scenario in the country as a whole has changed. In Orissa, the farmers have taken cultivation of cotton in 60,000 hectares and producing an average of 1.50 lacs bales of cotton per year. The Orissa cotton is one of the best quality cotton in the country. Most of the cottons are being consumed in southern India based spinning mills and Ahmedabad as well as exported to foreign countries. Thousands of workers from Orissa are migrating to Surat and other places of western India in search of their livelihood and working in the textile industries. These skills already exist in Orissa, which can be suitably utilized in any textile industries of the state. The State Government has also reckoned textile sectors are potential area that can offer scope of employment in the State. The State Government has also proposed to establish a I T Park at Choudwar. Further the Government it has also decided to run 3 nos. of cooperative Spinning Mills under privatization in the first phase.

OBJECTIVE OF THE SCHEME:

The objective of the scheme is to develop socio economical parameters of youth entrepreneurs from rural as well as urban sector of the State to take challenge in participation in the latest textile technology industries scenario. The proposed scheme will create awareness among the entrepreneurs in latest technology adopted in other parts of country in power loom sector by providing exposure visit, participation in workshop, inter action with entrepreneurs, experts, bankers and business house of other States those who are related to manufacturing of weaving and marketing their products through window systems.

DESCRIPTION OF THE SCHEME:

The yarn to be produced in the Spinning sectors may be utilized in the weaving and processing sector. In Orissa existing power looms are out dated technology and producing only Gamuchha and Dhotis. The modern types of technology are available for weaving machines are shutter less looms. Shutter looms technology is a conventional technology with very less production on account of slow speeds and excessive wear and tear of machines. The shuttle loom technology has now become obsolete with development taking place in textile industries. The shuttle less weaving system consists of (1) Air jet (2) water jet (3) Rapier and (4) Projectile. The fabrics woven on weaving machines is in gray stage and needs certain chemical / mechanical treatment to get its final finished stage. Cloth is finished, to finally keep control in width and shrinkage. At present Eco-friendly process are being used so that skin of younger/older people does not get affected. By using properly processed fabrics with an appealing colours fast washing light rubbing perspiration and having specialty finishes fabric look and value is added. It is proposed to develop entrepreneurship in the state to set up weaving and processing facilities in the proposed I T Park and in other places proximity to spinning mills to utilize the yarn and also establish ancillary industries. At present a number of such activities are going on in and around Tiripur & Coimbatore, Ahmedabad and Ichhalkaranji in Maharastra. At least 100 nos. of interested entrepreneurs may be selected to visit in the above areas in the year 2007-08. The budget allocation of Rs.10, 11,000/- (Rupees Ten Lac Eleven Thousand) only for the above purpose may be made as follows.

UNIT COST

A) Exposure Visit of Officers to various Integrated Textile Park.

Sl. No.	No. of Officers	Place of visit	Days	To & Fro Expenses	Accom. Expenses	D.A.	Local Filed visit	Docu mentation	Total expens
1	2	3	4	5	6	7	8	9	10
1	5	Tiripur & Coimbatore (Tamilnadu)	3	30,000/-	15,000/-	7,000/-	15,000/-	10,000/-	77,000
2	5	Ichhalkaranji (Maharashtra)	3	30,000/-	15,000/-	7,000/-	15,000/-	10,000/-	77,000
3	5	Ahmedabad (Gujrat)	3	30,000/-	15,000/-	7,000/-	15,000/-	10,000/-	77,000
4		Total							2,31,00

B) Publication in newspapers for selection of entrepreneurs.

Sl. No.	Particulars	Amount in Rs.
1	Publication of advertisement in daily newspaper	60,000/-
2	Preparation of documents & video clippings	10,000/-
3	Arrangement of workshop for entrepreneurs	50,000/-
4	Total	1,20,000/-

C) Financial requirement for exposure visit of entrepreneurs along with officers.

Sl. No.	No. of Person	Place of visit	Days	To & Fro	Accom. Expenses	D.A.	Local field visit	Mini work shop	Total Expense s.
1	2	3	4	5	6	7	8	9	10
1	25+2	Tiripur & Coimbatore (Tamilnadu)	3	85,000/-	40,000/-	40,000/-	25,000/-	30,000/-	2,20,000/-
2	25+2	Ichhalkaranji (Maharashtra)	3	85,000/-	40,000/-	40,000/-	25,000/-	30,000/-	2,20,000/-
3	25+2	Ahmedabad (Gujrat)	3	85,000/-	40,000/-	40,000/-	25,000/-	30,000/-	2,20,000/-
		Total							6,60,000/-

Total (A+B+C) Rs.10, 11,000/- (Rupees Ten Lac Eleven Thousand only)

SOURCE OF FUNDING

The amount for promotion of development of entrepreneurship will be provided from the budget provision of the State under state plan.

SELECTION PROCEDURE:

The selection of proposed entrepreneurs will be selected through open advertisement in daily newspaper. The advertisement for said selection will be decided in consultation with Directorate of Textiles as well as Textiles & Handloom Deptt., Government of Orissa. The candidate should have minimum qualification of class 10th. But the preference will be given to those who have past experience in handloom / power loom manufacturing with marketing exposure.

METHEDIOLOGY FOR EXPOSURE

There are three places have been identified for exposure visit of entrepreneurs in Power loom sector, namely Tirupur & Coimbatore sector, Ichhalkaranji sector in Maharashtra and Ahmedabad sector. Firstly, a group of officers will visit those areas and interact with manufacturers, traders, export house as well as experts in this sector. After return from the said sectors the team will prepare a document containing the prospective awareness, marketing strategy and linkage with different sectors related to power loom industries. The prospective entrepreneurs will be selected through open advertisement in daily newspapers by an expert committee consisting from Textile & Handloom Deptt., Directorate of Textiles and SPINFED, where SPINFED will act as Nodal agency for implementation of the scheme. The SPINFED will organize a workshop for prospective entrepreneurs in Bhubaneswar with participation of experts, bankers, marketing agencies, UNIDO, Director of Textiles, Textiles & Handloom Deptt., Textile Committee and Power loom service center of the State. The awareness tour programme will be conducted in phase wise to different sectors for entrepreneurs.

EXPECTED OUTCOME:

The entrepreneurs, after the exposure visit, will start their own manufacturing unit in Power loom sector with the guidance of Government machineries in their respective areas. It will enable them to create self-employment and create livelihood to them as well as for other who are involved in the same trade. Undoubtedly, this scheme will create a platform for socio economical upliftment among the entrepreneurs of the State.

SUPPORT OF MARGIN MONEY:

In order to attract more entrepreneurs to install new looms and ancillary for production of garments and home textiles which are of good market meant at present, 10% subsidy shall be given on block investment. This shall be provided to individual entrepreneurs as back ended bank-linked reimbursement after the entire cost is invested by them and production facility becomes operational.

1. Categories of beneficiaries:

The scheme is meant for motivation of Small & Medium Entrepreneurs for setting up of modern looms and ancillary industries relating to garment making and home textiles. All categories of beneficiaries are covered under this scheme. There is no specific provision for SC & ST and OBC beneficiaries. There will be a wide range of publication inviting interested entrepreneurs for setting up of new industries / ancillary industries for textile related products. Out of the interested entrepreneurs preference will be given to SC / ST & OBC beneficiaries basing upon their entrepreneurship talent.

2. Expected Outcome:

It will increase awareness among the entrepreneurs to adopt new technology.
It will also explore the requirement of fabrics in domestic and international market.
It will also create self-employment for better living.

3. Women beneficiaries:

good number of women can be covered for the down and ancillary industries of post looms in the manufacturing of garments and home textiles.

4. Credit Part:

Since the old Power looms are not suitable for the production of fabrics as per the present market demand, entrepreneurs will acquire new looms availing credit from the financial institutions / Banks.

5. Employment generation:

Since the 475 entrepreneurs being motivated will engage workers for their looms and ancillary industries and can create employment generation around 5000 workmen during the 11th Five Year Plan.

6. New/ existing Coverage:

The Scheme will cover both old and new entrepreneurs having experience in the concerned field.

7. Coverage of BPL Families:

As per the proposed scheme there will be a creation of new employment opportunities around 5000 skilled labourers, which are mostly, covered from the BPL families.

8. Export Potential :

Use of new technology and machineries will help in producing exportable fabrics for garments and home textiles.

9. Support of Margin Money:

10% subsidy on the bulk investment by the Entrepreneurs may be given to attract more entrepreneurs to install new looms and ancillary for production of garments and home textiles which are of good demand at present.

IMPLEMENTATION OF TRAINING PROGRAMME FOR SKILL UP-GRADATION IN HANDLOOM SECTOR UNDER SELF-EMPLOYMENT PROGRAMME

With a view to provide regular and sustainable employment for day to day livelihood of the weavers with their social and economical development, training is essential for their skill up-gradation, so as to enable them for producing qualitative and value added products as per the demands of the consumers both in domestic and outside market.

As per feed backs received from several training programmes organized in the sector through the assistance of Govt. of India and State Govt. in past, the following need based training programmes are felt very much essential.

1. Weaving with Jacquard.
2. Weaving with Jalla / Dobby
3. Weaving on Tie & Dye
4. Dyeing

The component wise details are at Annexure-(I)

Eligibility Criteria:	Weavers / Dyers having adequate knowledge in respective trade both inside and outside the Coop. fold.
Lead organization:	Boyanika has been declared as the Anchor Organization of the said programme. It will implement the programme with concerned ADT / PWCS & NGO / SHG as per necessity in the area.
Supervision & monitoring	: Zonal ADTs shall supervise the Training Programme in their respective jurisdiction. Besides, Director, Textiles & Handloom, Orissa, Bhubaneswar shall monitor the programme from time to time for successful implementation of the programme.

Annexure-(I)

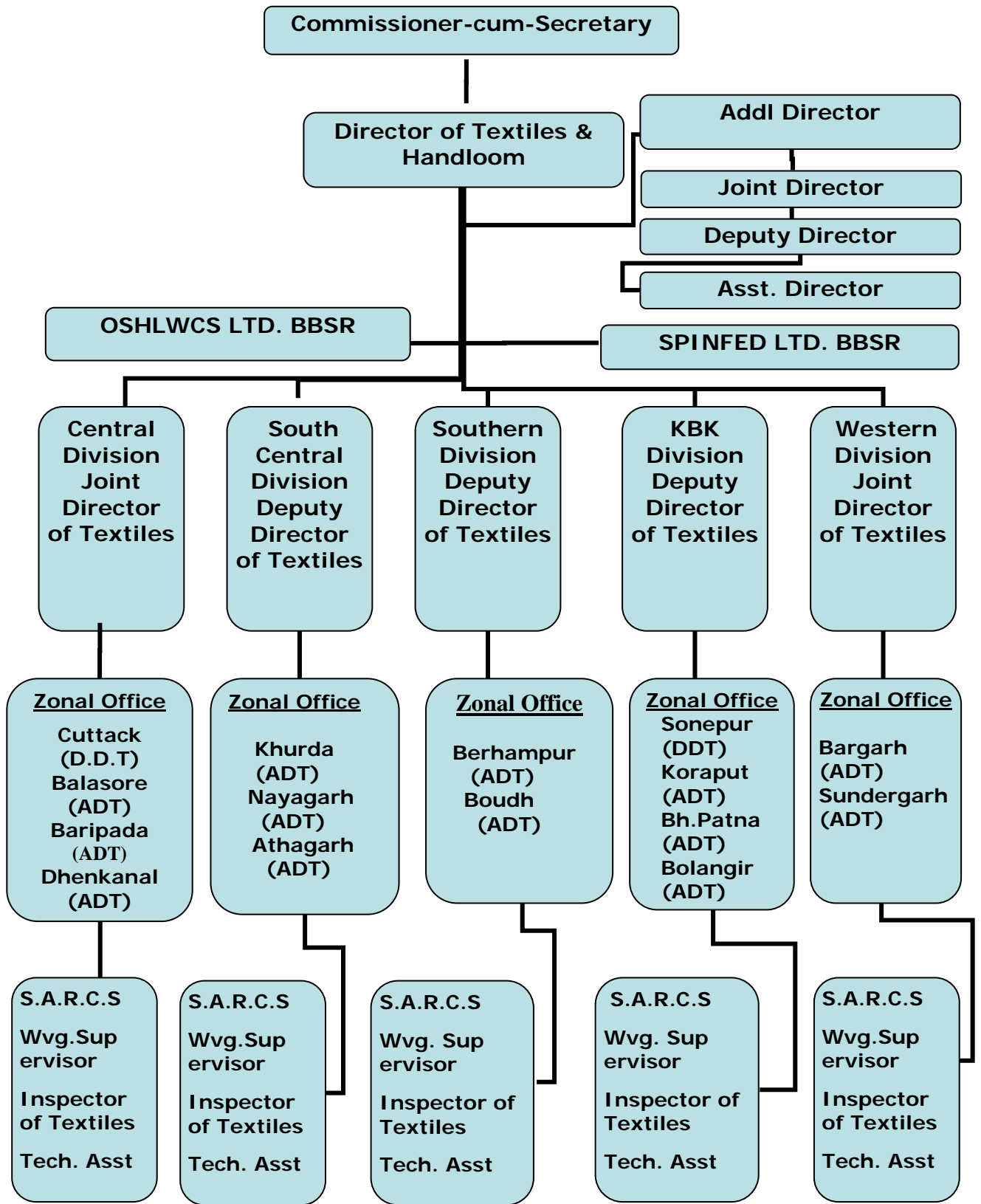
DETAILS OF THE TRAINING PROGRAMME

1. WEAVING WITH JACQUARD

	No of Trainees per batch:	10 Nos.
	Duration :	4 months
1.	Stipend @ Rs. 100/- per trainee	Rs. 1,20,000/-
2.	Remuneration to MCM @ Rs. 10,000/- per month (out side State)	Rs. 40,000/-
3.	Cost of looms with Jacquard & other accessories @ Rs. 15,000/-	Rs. 1,50,000/-
4.	Raw materials @ Rs. 5000/- per trainee	Rs. 50,000/-
5.	Hiring of training shed Rs. 5,000/- per month	Rs. 20,000/-
6.	Misc. Expenditure : - Journey cost of MCM Documentation & other contingencies	Rs. 20,000/-

	Total	Rs. 4,00,000/-
2. WEAVING WITH JALLA/ DOBBY :		
	No of trainees per batch :	20 Nos
	Duration :	2 months
(a) Stipend @ Rs. 100/- per day per trainee		Rs. 1,20,000/-
(b) Remuneration to MCM @ Rs. 6,000/- per month		Rs. 12,000/-
(c) Cost of Jalla & Dobby @ Rs. 6,000/-		Rs. 1,20,000/-
(d) Cost of Raw materials @ Rs. 2,000/-		Rs. 40,000/-
(e) Misc. expenditure :- Documentation & other contingencies		Rs. 10,000/-
	Total	Rs. 3,02,000/-
3. WEAVING ON TIE & DYE :		
	No. of Trainees per batch:	20
	Duration:	2 Months
a) Stipend @ Rs. 100/- per day per trainee	-	Rs. 1,20,000/-
b) Remuneration to MCM @ Rs. 6,000/- per month	-	Rs. 12,000/-
c) Cost of Raw material & equipment @ Rs. 3150/-	-	Rs. 63,000/-
d) Documentation & Other Contingencies	-	Rs. 10,000/-
		Rs. 2,05,000/-
4. DYEING :		
	No of trainees per batch :	20 Nos.
	Duration :	One month
(a) Stipend @ Rs. 100/- per day/ trainee		Rs. 60,000/-
(b) Remuneration to MCM (outside State) Rs. 10,000/- per month		Rs. 10,000/-
(c) Cost of raw-materials @ Rs. 600/- per trainee		Rs. 12,000/-
(d) Supply of tool kits @ Rs. 4,000/-		Rs. 80,000/-
(e) Misc. expenditure: Journey cost of MCM Documentation & other contingencies		Rs. 18,000/-
	Total	Rs. 1,80,000/-

2. ORGANISATION STRUCTURE OF HANDLOOM SECTOR:



12. WEBSITES & E-MAIL ADDRESSES

Sl No	Name and address of the Office/ Organization	Address of the website	e-mail address	Fax No	Tel. Phone
1	Textiles & Handloom Department				
2	Directorate of Textiles & Handloom				
3	Orissa State Handloom Weavers Co-Operative Society Ltd, Boyanika				
4	Sambalpuri Bastralaya Handloom Co-Operative society Ltd, Bargarh				