



“PROMOTION OF HANDLOOM INDUSTRIES” (EXISTING SCHEME)

Guideline/ Action Plan for Implementation of “Promotion of Handloom Industries” (Existing Scheme)

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 on 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 / organization 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.

1. Director of Textiles, Orissa will be the Nodal Agency of this scheme for the State.
2. Concerned Zonal ADT/ Orissa State Handloom Weavers Co-Operative society/ any reputed professional registered body/ organization 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 valuable of the WCS in safe condition.

Criteria

- (i) 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.
- (ii) 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.
- (iii) 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 organization 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 weaver’s family through increased wage earning. Assistance under the component to all categories 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

3. 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 upgraded through i) organization of training, workshop etc. ii) exposure visit of weavers to progressive handloom clusters in/ outside of the state.

Criteria:

- i) All categories of weavers in the trade in a cluster shall be eligible.
- ii) Workshop shall be organized by the concerned zonal ADT in collaboration with ITT, Choudwar/ WSC, Bhubaneswar or other organization as per the requirement.
- iii) Weaving and Dyeing training programme shall be conducted by the concerned ADT, through MCM / WSC, Bhubaneswar/ ITT, Choudwar/ any other reputed professional organization.
- iv) A team of 16 weavers with two technical officials will make exposure visit to improved handloom clusters in/ outside of the state.
- v) 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:

- i) Boyanika will submit specific proposal for organization of Exhibition/ Expos outside the State.
- ii) 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:

- i) 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.
- ii) 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 officers and thereby to increase the efficiency has been proposed to connect Directorate with the field officers through e linking.

Criteria:

- i) 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 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, Ramakrishna 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 a 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 HIS of GoI) in case of Health Problems by release of assistance, pending settlement of Health Insurance Claim.
- (ii) Provide a part of weaver's 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 or 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. No. 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 Hon'ble Chief Minister, Orissa.

*iv) Financial allocations for each component under the scheme shall be finalized by the Govt. in T & H Department 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.

Promotion of Handloom Industries