

MODIFIED GUIDELINE FOR IMPLEMENTATION OF “PROMOTION OF HANDLOOM INDUSTRIES”

Handloom Industry is the second largest employer in India, and also in Odisha, next to Agriculture. It is essentially a household Industry providing employment to more than 3 lakh weavers in Odisha. 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 in-adequate finance flow. For lack of any other development oriented scheme in the state sector, the POHI scheme has been broadened with inclusion of components like modernization of looms, provision of CFC/ Office-cum-godown / sale out let & work shed -cum- housing, training/ exposure visit & work shop, participation /organization of exhibition/ fair & seminars, publicity/ state award/ trade promotion & documentary films 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, Odisha will be the Nodal Agency of this scheme for the State.
2. Concerned Zonal DDT / 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) (i) Construction of CFC/ Office-cum-Godown:

In order to provide pre-loom, on-loom and post-loom facilities like winding , warping, weaving, dyeing, sizing etc. to the weavers in a Handloom concentrated area and to keep the raw materials, finished products & other valuables of the organisation in safe condition, construction of CFC’s and Office -cum-Godown shall be taken up respectively in the areas as per requirement.

Criteria

(i) The CFC/ Office-cum-Godown shall be constructed on the land of viable PWCS/ SHG/ Federation and other related co-operative organisation having activity in handloom, available in weaver concentration areas, as per the proposal/ recommendation of zonal DDT /ADT and Apex WCS.

(ii) These units shall be constructed as per the plan & estimate prepared and technically sanctioned by the competent civil engineer and administrative approval accorded by the Director of Textiles, Odisha.

(ii) Renovation/ Up gradation of CFC/ Office -cum- Godown :

In some handloom weaver pockets, CFC/ Office-cum-Godown of viable PWCS/ SHG/ Federation and other related organisation having activity in handloom are lying unutilized, and requires renovation to make it operational. For enabling the weavers to get the advantage from the above said existing units, renovation of CFCs / Office -cum- Godowns shall be taken up in viable areas.

Criteria

(i) The proposed unit must have been constructed before 10 years.

(ii) Zonal DDT /ADTs & Apex WCS shall submit proposal for renovation/ up gradation of CFCs/ Office-cum-Godown and the works shall be undertaken after sanction as per the plan & estimate prepared and technically sanctioned by the competent civil engineer and administrative approval accorded by the Director of Textiles, Odisha.

(B) Construction/ 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, renovation of existing show-rooms of APEX/ PWCS/ SHG and Federation etc in handloom sector including new construction, shall be made.

Criteria:

(i) Concerned organisation in handloom shall submit proposal through proper channel to DT(O) for construction / renovation of show rooms situated at different places.

(ii) Financial assistance shall be available, on the specific requirement as per supporting plan & estimate. A PWCS/SHG and Apex / Federation will share 25% of the total cost for all construction /renovation over Rs. 3.00 Lakh and Rs. 5.00 Lakh respectively.

(iii)The renovation/ construction works shall be undertaken as per the plan & estimate prepared and technically sanctioned by the competent civil engineer and administrative approval accorded by the Director of Textiles, Odisha.

(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. For this purpose, renovation for civil work of the existing dyeing units in handloom clusters will be undertaken.

Criteria:

- (i) The PWCS/ Federation of SHGs and leading co-operative organisation in handloom should have its own dyeing unit and performing the work of dyeing in an average of at least 50 kg. of yarn per day.
- (ii) The civil works shall be undertaken as per the plan & estimate prepared and technically sanctioned by the competent civil engineer and administrative approval accorded by the Director of Textiles, Odisha.

(D) Concretization of Loom Pit

Installation of Pit Loom in a weaver's cottage is associated with a pit where the treadles are operated. In rainy season, the pits generally get dampened due to soaking of water and the weaver faces lot of inconvenience in operating the loom. To overcome with this problem and to facilitate the weavers to work smoothly in rainy season, concretization of the loom pits in the loom sheds of weavers shall be undertaken as per need.

Criteria:

- 12. Weavers with pit loom and working under WCS/ SHG/ Master Weaver/ NGO including independent weavers having at least 50% earning from weaving activity shall be eligible.
- 13. The work shall be taken up as per approved model plan & estimate.
- 14. Zonal DDT/ADT shall identify the eligible beneficiary and submit required proposals with due recommendation to the Directorate for sanction and release of fund.

(E) Setting up of Handloom Park and Handloom Mall/Complex etc.

i) Handloom Park:

Handloom industry is an old and traditional cottage based activity in Odisha and it draws the attention of connoisseurs. Handloom products and in particular ikat products of Odisha is famous for its intricacy and design motifs. However the products are yet to create a significant share in the niche market of the country as well as in the export market. This is mainly due to the decentralized production in weaver cottages, limited scope to maintain uniform quality and difficulties in executing bulk order within a schedule time. To overcome these shortcomings, it has been felt to set up Handloom Parks so that the total production process can be undertaken in one premise and other activities can also be well monitored.

These units can be set up in potential handloom clusters on PPP mode with participation of 90 % assistance from the POHI scheme towards setting up of Infrastructures, equipments and machineries. Balance 10% cost towards Infrastructures, equipments and machineries shall have to be borne by the Implementing Agency. The cost towards land, working capital including other related activities shall also be arranged by the Implementing Agency. Assistance for formulation of Detail Project Report (DPR) basing on the preliminary proposal received from field levels shall be met out of the provisions made in the scheme.

ii) Handloom Mall/ Complex

Handloom Complex: Marketing plays an important role for promotion of handloom activities. In order to attract buyers to the clusters and arranging display of all varieties of handloom products in one complex, suitable infrastructure is required in the handloom clusters. The complex, besides setting up of marketing outlets, shall also accommodate other infrastructures like information center, design center and rest shed for the outside buyers. The clusters having 750-800 looms or above within a radius of 10 km shall be eligible for assistance under the component. The component shall be implemented by the zonal DDT/ADT through a lead WCS/Consortia/SHG federation/SPV of the cluster. The beneficiary agency shall arrange land and funds to the extent of 10% of the project cost towards their participation. The balance 90% of the project cost (excluding cost towards land) shall be provided as assistance from the scheme.

Handloom Mall: Similarly Apex Weavers Co-Operative Society and other Weavers Co-operative Society with an annual business turnover of Rs 20.00 Crore and above shall be encouraged to set up handloom mall in big towns and cities. The beneficiary agency shall arrange land and 10 % of the project cost towards their participation and the balance 90% of the project cost (excluding cost towards land) shall be provided as assistance from the scheme.

(F) For any proposal relating to Infrastructure not mentioned above, a separate & specific need based proposal with justification and cost break- up for the work, may be submitted for consideration and approval of Government.

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. As such, it is quite essential to supply looms with accessories to loomless weavers and also additional loom with accessories to a weaver family, depending upon its size and working members in order to engage maximum persons in weaving activities to earn more.

Further, it is necessary to provide required machineries like bobbin/pirn winding machine, warping machine/drum, wefting machine, dyeing machine, warp beam, quality testing equipments/machineries, other machineries suitable to handloom industry to the PWCS/SHG/ Federation of SHG for installation in their CFC to bring improvement in pre-loom and post-loom activities.

This factor has been addressed in the component “Technology Intervention” with a purpose to i) introduce high productive looms including conventional and iron looms, modern attachments like Dobby, Jacquard, Jalla, SPS Sley, motor charkha, replacement of old sley and other auxiliary as per the need of weaver for production of fabrics as per market trend and design diversification. ii) assistance for providing machineries to PWCS/SHG/ Federation of SHG for pre-loom and post-loom activities. This shall result in providing sustainable livelihood to the weaver’s family through increased wage earning.

Assistance under the component as per prevailing market price, shall be provided to;

(a) Individual Purpose - All categories of weavers on 90:10 sharing basis by GoO and the beneficiary concerned respectively for the individual oriented items. and

(b) Common Purpose - Viable handloom organisations on 100% grant for installation of machineries in the units for common use of weavers and ancillary workers.

Criteria:

(i) Only needy and regular weavers for individual activities and working PWCS/SHG/ Federation of SHG for common activities will be covered.

(ii) Looms and accessories will be supplied to loomless weavers.

Additional loom and accessories can be supplied to a weaver family where more persons are engaged in weaving.

(iii) Where ever possible, Looms and accessories may be manufactured locally or purchased from the local manufacturing units inside or neighboring state.

(iv) Zonal DDT /ADT shall submit specific proposal and on approval, they shall take steps for early utilization of fund.

(v) The implementing agencies shall be responsible for purchase/ procurement & installation of all inputs required for implementation of the programme.

3. CAPACITY BUILDING

(A) Weavers/ ancillary workers:-Introduction of modern looms/ weaving accessories, and diversification of designs is linked to skill and earning of weavers, which shall be upgraded through i) organization of training/ workshop ii) exposure visit to progressive handloom clusters in/ outside of the state iii) compensation for the loss of earning to weavers for development of new designs in fabric.

Criteria:

- (i) All categories of weavers in the trade shall be eligible.
- ii) Workshop shall be organized by the concerned zonal DDT /ADT & SADHAC in collaboration with ITT, Choudwar/ WSC, Bhubaneswar or other organization as per the requirement.
- (iii) Training programme shall be conducted by the concerned DDT/ ADT & SADHAC through MCM / WSC, Bhubaneswar/ ITT, Choudwar/ any other reputed professional organization.
- (iv) The trainers (MCM) selected for imparting training, may undergo refresher training at WSC, Bhubaneswar, if required.
- (v) Exposure visit may be taken up for a batch consisting at least 16 weavers & two officials (one must be technical) to improved handloom clusters in/ outside of the state.
- (vi) Concerned zonal DDT / ADT & SADHAC shall work out the detail action plan for conducting workshop/ training on different disciplines / Exposure visit of weavers and submit proposals to the Directorate for approval prior to implementation.
- (vii) For development of new design/ product, maximum up to 25% of the conversion charges for the new product, shall be paid as additional in lump sum to the weavers as one time assistance towards compensation for loss of earning in development of the design/ product.
- (viii) Documentation of all training/ exposure visit/ work shop/ Design intervention programme conducted are to be submitted alongwith utilization certificate for future reference.

(B) Officer/Staff:-

In order to develop HRD/Techno-Managerial capacity of officials, (i) exposure visit / study tour to the selected Clusters /Institutes shall be made. (ii) Mid-service training on technical aspects/ co-operative law & accounts/ managerial/computer awareness programmes etc shall be facilitated in professional institutes like IIHT, WSC, NIFT, NIRD, MICM, ITT as per requirement.

Criteria:

- i) Sponsoring of officials for the purpose shall be finalized at the level of Directorate of Textiles and concerned Divisional/ Zonal Offices, for officials working under the Directorate and Division/Zone Office (Textiles) respectively.
- ii) Documentation of each programme shall be made for future reference.

(C) 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 for approval & sanction of Government.

4. PROMOTION OF MARKETING ACTIVITIES:

(A- i) Organization of Exhibition/ Expo/ Fair

This is a suitable platform to meet potential buyers, obtain customer's feedback, understand market directions, observe competition and collect orders. It provides opportunity for bench marking against competitors in a way which no other marketing medium can do. Exhibition / Expo/Fair provide a forum for the weavers through their representative PWCS/ Apex society where product of the State/Region is displayed under one roof. To facilitate the above objective as well as for promotion of marketing, Expo/ Exhibition shall be organized in selective locations.

Criteria:

Zonal DDT /ADTs & organizations like Boyanika and Sambalpuri Bastralaya shall submit specific proposal for organization of exhibition/expo/fair both inside & outside state indicating details of event back ground with assistance required for each event.

(A-ii) Organization of International Exhibition/ Expo/ Fair:-

In order to attract the foreign buyers and to reach the international markets through these buyers for fetching good returns to this sector, it is necessary to organize International Fairs in the country at reasonable intervals for providing common platform for publicity as well as sale of Odisha Hand-woven clothes. Further there will be ample scope for receiving orders/indents from foreign buyers which will boost the export of Odisha handloom products.

Criteria:

- (i) Handloom Weavers Co-operative organizations having annual business turnover of Rs20.00 Crores and above, shall be eligible to organize such Exhibition/ Expo/ Fair.
- (ii) Concerned organization will submit specific proposal indicating details of event and funds required for organization of such event.

(B) Participation in Marketing Events:

(a) Domestic Events:- Numbers of DLEs, Handloom Expos and other exhibitions are being organized in different places by GoO & GOI during various important occasions. 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 the PWCS, SHG & Boyanika of the State for such participations.

(b) International Events :- In order to popularize Odisha 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 Odisha 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) Boyanika as well as working PWCS & SHG in the sector shall be eligible.
- (ii) Concerned Zonal DDT /ADTs shall select the PWCS / SHG 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.

(C) 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 inside / outside of the State at regular intervals.

Criteria :

It shall be implemented through Directorate of Textiles / SADHAC/ Zones / leading marketing organizations like “BOYANIKA” and “Sambalpuri Bastralaya HLCS Ltd” and proposal shall be finalized for sanction accordingly.

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 Handloom marketing Co-operative organizations of the State like “BOYANIKA” and “Sambalpuri Bastralay 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 importance will be given for wide publicity of different varieties of Odisha Handloom products as well as information with regards to achievement etc, of the sector under different programmes like preparation of Annual Activity Report, film, printing of catalogues & brochures, advertisement through print/ electronic media, erection of hoardings at prime locations etc for consumer awareness. Similarly for better and fast co-ordination with the field offices and thereby to increase the efficiency, it has been proposed to connect Directorate with the field offices through e- linking.

Criteria:

Orissa State handloom WCS Ltd. and weavers Co-operative organizations having annual business turnover of Rs 20.00 crore & above shall furnish necessary proposals under this component to the Directorate for publicity activities.

i) Necessary step shall be taken by the Directorate, through professional service providers, for formulation of proposals and implementation of e-linking programme.

6. 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 effective manner and higher earning.

Assistance for the purpose, will be available to the weavers / ancillary workers as per the approved guidelines of 'Work shed - cum- Housing' scheme for weavers of the Government.

7. RAW MATERIAL BANK:

After closure of Spinning Mills in Odisha, weavers of the state are totally dependent on yarn from the neighboring states like Coimbatore, Madurai for cotton and Bangalore & 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 and buy second quality yarn at higher price. This is also limited to only grey yarn. Bleached and coloured yarn are directly procured from the South in case of better-known varieties like MKR, Mahalaxmi, Ramakrishna and Raja lingam etc. All the factors result 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).

8. CLUSTER DEVELOPMENT PROGRAMME

A) Implementation of State Cluster Development Programme (SCDP)

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.

The main objectives of this Component:

- 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.

Criteria:

(i) 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.

(ii) 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.

B) Sustenance Plan for Cluster Approach/ Group Approach

Funds are sanctioned by Govt. of India & Govt. of Odisha, in 3 categories, for development of Handloom Clusters in the state i.e. i) Integrated Handloom Cluster development scheme (CP), ii) Integrated handloom Development scheme (CSP), iii) State Handloom Cluster development Programme(One component of POHI scheme in State Plan). These programmes are time bound and duration of a project is 3-4 years. In order to continue with the developmental activities of clusters beyond the stipulated project period, presence of Cluster Development Executive and Designer including some need based inputs are very much essential at least for another 2-3 years to make the clusters self- sustained. In view, funds shall be provided for various activities as per need based action plan of respective clusters including engagement of the Cluster Development Executive and Designer in the clusters.

Similarly, for the weavers, who are in scattered manner but not coming under the cluster area, shall be formed into Groups (with minimum 10 weavers in a Group). The Groups newly formed or already in existence in the handloom sector shall be provided assistance for implementation of activities, on the basis of requirement as per action plan of respective Groups, for their sustenance.

Criteria:

- i) The handloom clusters for which funds sanctioned either by GOI or GOO or both and completed the project period, are eligible.
- ii) The Self-Help Groups in Handloom shall be eligible for assistance.
- iii) Concerned Zonal Officers shall submit specific proposals to this effect for consideration.

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:

The handloom weavers and ancillary workers are key players of the sector and they work in their cottages and produce fabrics of intricate designs. Their living condition is not sound to meet the expenses towards health care as well as social needs. In order to take care of their health and to extend social security, eligible handloom weavers/ ancillary workers will be covered in the Life Insurance/ Health Insurance scheme of Government.

Under the component, benefit shall be extended for;

- (i) Provision of 100% weavers share of insurance premium on behalf of the weavers, for their enrollment in Health Insurance & Life Insurance scheme of Government.
- (ii) Emergent ex-gratia benefit to the family of deceased weaver (assistance per family)

Assistance for the purpose, will be available to the weavers / ancillary workers as per the approved guidelines of 'Weavers' Welfare Fund' scheme and Insurance schemes of Government.

(C) SOLAR LANTERN

The weavers in handloom sector generally work in their cottages situated in rural & remote areas and produce fabrics of intricate designs on their looms. The process involves handling of fine yarn with colour of various shades continuously for longer period. During frequent power cut and low voltage in electric supply, the weavers are not getting alternate source of energy to carry out the weaving activity un-interruptedly. In order to overcome this difficulty and to enable the weaver to work continuously, a 'Solar Lantern' will be provided to each family through 'Odisha Renewable Energy Development Agency' (OREDA).

Fund for the purpose shall be sanctioned and utilised, as per the approved guideline of the programme 'Supply of solar lantern to the weaver household'.

10. MISCELLANEOUS:

To carry out activities for monitoring & evaluation of programmes undertaken, preparation of Detailed Project Report (DPR) for projects related with Handloom sector or projects with innovative ideas which may emerge during the course of implementation of the programme or might not have been incorporated in the guideline, funds up to 10% of the total provision made under the scheme in a year, can be utilized with approval of the Administrative Department on submission of specific project proposal.

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/ Zonal DDT or 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 components under Sl. No. 6,7, 8 ,9 and 10 have been kept under this scheme as a part of the “Special Package for weavers” announced by the Hon’ble Chief Minister, Odisha on dt29.08.2007 and dt 08.01.2013.

(iii) Financial allocations for each component under the scheme shall be finalized by the Government in Handlooms, Textiles & Handicrafts Department from time to time as per need.

(iv) As per decision of Government in H,T&H Department, the implementation of the scheme with name & title “Capacity Building in Handloom Sector through Training & Technological Intervention” has been discontinued from the year 2013-14 and the activities of above referred scheme have been inducted in this POHI scheme.

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