

## MULBERRY COCOON SECTOR

### **i. Support for mulberry plantation development :**

During the X Plan, there was no Scheme for development of gardens except for raising mulberry saplings. During the XI Plan it is proposed to implement a Scheme for mulberry plantation development with flexibility for meeting the production target of XI Plan. Under the Scheme, it is proposed to raise 26,000 ha. (65000 acres) of mulberry plantation @ 1 acre/farmer. The assistance provided would be Rs.5,500.00 per acre. The farmers, instead of buying mulberry saplings from other sources, they themselves can develop plantation either through cuttings, or produce his requirement. The assistance proposed is only for irrigated gardens. \_

Individual farmers can raise plantation in their land or State Departments may develop mulberry in their farm or public places like Panchayat lands or vacant forest lands etc. The raising of plantation is also proposed to be dovetailed with other similar programmes taken up by other departments.

Under the above Scheme it is also proposed to raise/maintain tree plantations, replacement of old mulberry varieties with new mulberry varieties etc and the assistance proposed to be provided will depend upon the nature of plantation and its maintenance but well within the approved subsidy. During the XI Plan for raising 65000 acres of mulberry plantation, the total amount required works out to Rs.35.75 crores (@ Rs.5,500/acre), 50% subsidy of which is proposed to be provided by Govt. of India (CSB) and the rest 50% has to be equally borne by beneficiary and State (25:25). For special status States, the subsidy will be 80:10:10 for CSB, State and Beneficiary respectively. The physical target, unit cost and sharing pattern are indicated below.

Physical	Unit cost	Sharing pattern					
		General States			Special Status States		
		CSB	State	Benef.	CSB	State	Benef.

target	(Rs.)	<b>50%</b>	<b>25%</b>	<b>25%</b>	<b>80%</b>	<b>10%</b>	<b>10%</b>
65000 Acres	5500/	2750	1375	1375	4400	550	550

The details of unit cost are given given below:

### Break up of cost for raising one acre of Bush mulberry Plantation

Sl. No.	Particulars	Cost per acre (Rs.)
1	Preparation / Cost of Cuttings	1,500.00
2	Inputs (FYM, chemical fertilizer, irrigation and pesticides) for raising saplings / direct plantation	2,500.00
3	Plantation / Transportation cost	1500.00
	<b>Total</b>	<b>5,500.00</b>

### Tree Plantation (for raising and maintenance of tree plantation (for 300 trees)

[A] Cost of Raising of Mulberry trees (300 trees)

Sl. No.	Particulars	Cost (Rs.)
1	Saplings(Rs.3.00/sapling)	900.00
2	Inputs (FYM, chemical fertilizer, irrigation and pesticides)	2000.00
3	Plantation / Transportation cost	600.00
	<b>Total</b>	<b>3,500.00</b>

[B] Cost of Maintenance of Tree Plantation (300 trees)

Sl. No.	Particulars	Cost (Rs.)
1	Inputs (FYM, chemical fertilizer, irrigation and pesticides)	2000.00

	<b>Total</b>	<b>2000.00</b>
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Note : The subsidy amount will be given according to number of trees on pro-rata basis subject to a minimum number of 100 trees.

**ii. Assistance for irrigation and other water conservation & usage techniques.**

During the X Plan 'Drip irrigation' Scheme was implemented as it was considered to be the most effective and economic use of water for irrigation purpose and well suited for mulberry plants. As per the evaluation conducted by M/s TERI, drip irrigation is one of the most popular Schemes and widely accepted by the farmers in the field, particularly in Southern States. The assistance provided was limited to a max. of 1 ha. of mulberry plantation with drip irrigation.

During the XI Plan the Scheme is proposed to be modified to cover all types of irrigation, such as drip, tube/open wells, shallow wells, ponds, farm ponds, surface tanks and similar water harvesting systems including ground level water storage tanks & soil moisture methods and storage / conservation facilities for different types of structure for different ser-zones. The subsidy is proposed to be given to cover upto 1 (one) ha. of plantation during the XI Plan. The subsidy will be given proportionately according to the nature of irrigation system and also the area proposed to be covered with the irrigation system by the farmers. During the XI Plan it is proposed to cover 12000 ha. with various types of irrigation at a total cost of Rs.60.00 crores (@ Rs.50,000.00 per ha.). It is proposed to provide 50% subsidy by CSB and the balance 50% has to be contributed by the State and beneficiary / the implementing agency at 25% each. In the case of special status States, the amount is proposed to be given at 80:10:10 by CSB, State and Beneficiary respectively. The physical target, unit cost and sharing pattern are indicated below.

Physical target	Unit cost (Rs.)	Sharing pattern					
		General States			Special Status States		
		CSB	State	Benef.	CSB	State	Benef.
12000 Hectares	50000	50%	25%	25%	80%	10%	10%
		25000	12500	12500	40000	5000	5000

The details of unit cost are given below:

Sl.	Particulars	Cost (Rs.)
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No.		For 1 Ha.	for 1 acre
1(a)	Development of irrigation sources (ponds, farm ponds, shallow wells, bore-wells, surface tanks including storage tanks/ conservation facilities etc.)	30,000.00	10,000.00
(b)	Water lifting devices (electric pump-set, diesel engine pump-set etc.)	20,000.00	15,000.00
2	Sprinkler irrigation	40,000.00	20,000.00
3	Drip irrigation system	50,000.00	20,000.00

Note : Subsidy will be released on pro-rata basis subject to a maximum of Rs.50,000/- for one ha. (CSB share)

### **iii. Supply of rearing appliances (including improved mountages) / farm equipments to farmers – for bivoltine seri-farmers.**

In order to encourage production of bivoltine silk, during the X Plan bivoltine farmers were supported with modern rearing equipments such as, rotary mountages, farm machinery and shoot rearing racks etc, which are essential for bivoltine sericulture. The unit cost approved was Rs.30,000.00 per farmer. However, during the course of implementation of the Scheme, taking into consideration the cost of rotary mountages itself being too expensive, the unit cost was enhanced to Rs.40,000.00 per farmer and the cost was shared at 50:25:25 by CSB, State and Beneficiary.

During the XI Plan, keeping intact the unit cost of Rs.40,000.00 per acre/farmer, as approved by the EFC/CCEA during the X Plan, it is proposed to assist 15,000 bivoltine farmers by providing modern equipments including rotary plastic mountages etc and the unit cost is proposed to be shared by CSB, State and the Beneficiary at 50:25:25. In respect of Special Status States, the assistance will be borne at 80:10:10 by CSB, State and Beneficiary respectively. Since the cost of rearing appliances is expensive, farmers may be encouraged to get loan from banks/financial institutions to meet their share of cost. The physical target, unit cost and sharing pattern are indicated below.

Physical target	Unit cost (Rs.)	Sharing pattern					
		General States			Special Status States		
		CSB	State	Benef.	CSB	State	Benef.
		<b>50%</b>	<b>25%</b>	<b>25%</b>	<b>80%</b>	<b>10%</b>	<b>10%</b>
15000 Acres	40000	20000	10000	10000	32000	4000	4000

The details of unit cost are given below:

Sl. No.	Particulars	Cost (Rs.)	
		1.00 acre (250dfls)	0.5 acre (150 dfls)
1.	Power Sprayer (1 No.)	6,000.00	1500.00(**)
2.	Flame gun (1 No.)	1,000.00	1,000.00
3.	Improved mountages	22,500.00	12000.00
4.	Shoot rearing Racks	10,000.00	5000.00

	a. 1750 sq. ft. for 250 dfls b. 1050 sq. ft for 150 dfls		
5.	Plastic cocoon harvester (2 pushers and iron frame)	500.00	500.00
	<b>Total</b>	<b>40,000.00</b>	<b>20,000.00</b>

(\*\*) Gator sprayer

Note : For Southern States, supply of rotary mountages is a must for Bivoltine sericulture.

In respect of other States, they can use plastic / other types of mountages also and the subsidy will be provided as per actual cost incurred on mountages subject to overall approved cost under the component.

#### **iv. Supply of quality disinfecting materials and other crop protection measures for bivoltine seed farmers.**

Availability of quality disinfecting materials in appropriate packs is one of the key factors for successful harvest of cocoon crops. Taking into consideration the cluster based approach under the package of Schemes for XI Plan, continuation of this programme during XI Plan will play a key role in increasing the productivity. During the X Plan, the unit cost of the disinfectant pack was worked out at Rs.2,870.00, of which 50% cost was provided as subsidy in respect of F1 farmers which was shared equally by both CSB and State and the balance 50% cost was contributed by beneficiary. In the case of P1 farmers, the subsidy was 100% and the cost was equally shared by CSB and State on 50:50 basis.

During the XI plan, considering the increase in seed production it is proposed to cover around 50,000 seed farmers at a total cost of Rs.15.00 crores (@ Rs.3,000.00 per farmer) and the cost is proposed to be shared by CSB, State and Beneficiary at 25:25:50. For Special Status States, the assistance will be shared at 80:10:10 respectively by CSB, State and Beneficiary. While the CSB will provide size and composition of the disinfectant module and a list of approved suppliers to the farmers, disinfectants supplied by the concerned agencies will be subject to quality test either by the State or CSB. The physical target, unit cost and sharing pattern are indicated below.

Physical target	Unit cost (Rs.)	Sharing pattern					
		General States			Special Status States		
		CSB	State	Benef.	CSB	State	Benef.
50000 Seed farmers	3000	25%	25%	50%	80%	10%	10%
		750	750	1500	2400	300	300

The details of assistance are given below:

Disinfectants for rearing house and appliances

Sl. No.	Particulars	Cost (Rs.) for	
		1 acre	0.50 acre

		(250 dfls).	(150 dfls)
1	Disinfectants including bed disinfectants for rearing house and appliances as approved by Research Institutes.	3,000.00	1,500.00

The list of approved suppliers will be provided by NSSO, Bangalore

The details of general disinfectants and bed disinfectants along with required quantity are furnished below.

## Disinfectant requirement

Unit Cost :3000 /Farmer /year

#	Type of disinfectant	Requirement				
		1.00 Acre (250 dfls)			0.50 Acre (150 dfls)	
		Quantity (kg)	Rate /lit / kg Rs.	Cost (Rs.)	Quantity (Kg)	Cost (Rs.)
<b>I</b>	<b>General Disinfectant</b>					
1.	Disinfectant	5.75	80.00	460.00	2.88	230.00
2.	Bleaching powder	11.50	24.00	276.00	5.75	138.00
3.	Lime	25.00	8.00	200.00	12.50	100.00
<b>II</b>	<b>Bed Disinfectants</b>					
1.	For all regions (except NE Region & West Bengal)	15.00	50.00	750.00	7.50	375.00
2.	For NE Region and West Bengal	17.50	40.00	700.00	8.75	350.00
<b>III</b>	<b>Muscardine control (only during winter)</b>	5.00	50.00	250.00	2.50	125.00

v. **Assistance for construction of rearing houses.**

In order to ensure hygienic conditions and prevent contamination during silkworm rearing, construction of separate silkworm rearing house is very essential. Considering different topographical structure in the States, different types and designs of rearing houses are also necessary. During the X Plan, three models of rearing houses namely Rs.20,000.00, Rs.50,000.00 and Rs.1.00 lakh and above were implemented with 50% subsidy limiting to the maximum extent of Rs.50,000.00, which was equally shared by CSB and the State Government. The balance 50% was contributed by the beneficiary.

Considering the demand as well as popularity of the Scheme in the field, it is proposed to continue the Scheme during XI Plan and construct 1,11,081 rearing houses of three models namely Rs.50,000.00, Rs.1,00,000.00 and Rs.1,50,000.00 at a total cost of Rs.862.24 crores. The State Governments can also avail the Scheme for renovating their rearing houses for production of cocoons by leasing them to landless farmers.

Subsidy is proposed to be provided to the extent of 50% which has to be equally shared by CSB and State the balance 50% has to be contributed by the beneficiary. For the special status States, the cost is proposed to be shared at 80:10:10 by CSB, State and Beneficiary respectively. The physical target, unit cost and sharing pattern are indicated below.

Physical target	Unit cost (Rs.)	Sharing pattern					
		General States			Special Status States		
		CSB	State	Benef.	CSB	State	Benef.
		<b>25%</b>	<b>25%</b>	<b>50%</b>	<b>80%</b>	<b>10%</b>	<b>10%</b>
14984	150000	37500	37500	75000	120000	15000	15000
31400	100000	25000	25000	50000	80000	10000	10000
64697	50000	12500	12500	25000	40000	5000	5000

The details of unit costs are given below:

Sl. No.	Capacity (No. of dfls)	Mulberry area	Rearing house area	Unit cost (Rs.)

		(acres)	(Sq. ft)	
1	250	1.00 & above	1000	1,50,000.00
2	150	0.50	600	1,00,000.00
3	50	0.25	225	50,000.00

- Structures of rearing house for each model are appended.
- The rearing houses should be constructed away from the dwelling houses to avoid contamination of diseases

**vi. Assistance for maintenance of chawki gardens, construction of chawki rearing centre buildings and procurement of chawki rearing equipments.**

For successful harvest of cocoon crops and for improving the productivity, supply of chawki reared silkworms to farmers is essential. During the X Plan, the Scheme was implemented through Quality Service Clubs (QSCs), reputed Non-Governmental Organisations (NGOs) and Self Help Groups (SHGs). The assistance was also provided to individual farmers for setting up of chawki rearing buildings and procurement of chawki rearing equipments. The unit cost was Rs.3.0 lakhs (Rs.1.0 lakh for chawki rearing building and Rs.2.0 lakhs for chawki rearing equipments) and 50% of the cost was equally shared by CSB and State.

Since the component is essential particularly for bivoltine sericulture development, it is proposed to continue the component during the XI Plan also. During the XI Plan it is proposed to assist 600 CRCs at a total cost of Rs.20.70 crores (@ Rs.3.45 lakh/CRC) and the subsidy is proposed to be given to the extent of 50% by CSB and State (25:25) and the rest 50% coming from the beneficiary. For the special status States, the assistance is proposed to be given at 80:10:10 by CSB, State and Beneficiary respectively.

The State Department of Sericulture will consider applications from the Quality Service clubs, NGOs and SHGs or individuals willing to establish Chawki Rearing Centres on the land owned by them or under possession on long term lease basis and send proposals with the recommendations. The State Department and Central Silk Board will jointly assist in procuring quality chawkie rearing equipments. The State Departments are required to assist the entrepreneurs for getting the required loan from banks / financial institutions to meet their part of the share. The physical target, unit cost and sharing pattern are indicated below.

Physical target	Unit cost (Rs.)	Sharing pattern					
		General States			Special Status States		
		CSB	State	Benef.	CSB	State	Benef.
		<b>25%</b>	<b>25%</b>	<b>50%</b>	<b>80%</b>	<b>10%</b>	<b>10%</b>
600 Nos.	345000	86250	86250	172500	276000	34500	34500

The unit cost details and list of equipments for CRC, are given below:



Sl. No.	Particulars	Cost (Rs.) for	
		5000 dfls/batch	2500 dfls/batch
1	Chawki rearing building	1,30,000.00	75,000.00,
2	Chawki rearing equipments	2,15,000.00	1,29,000.00

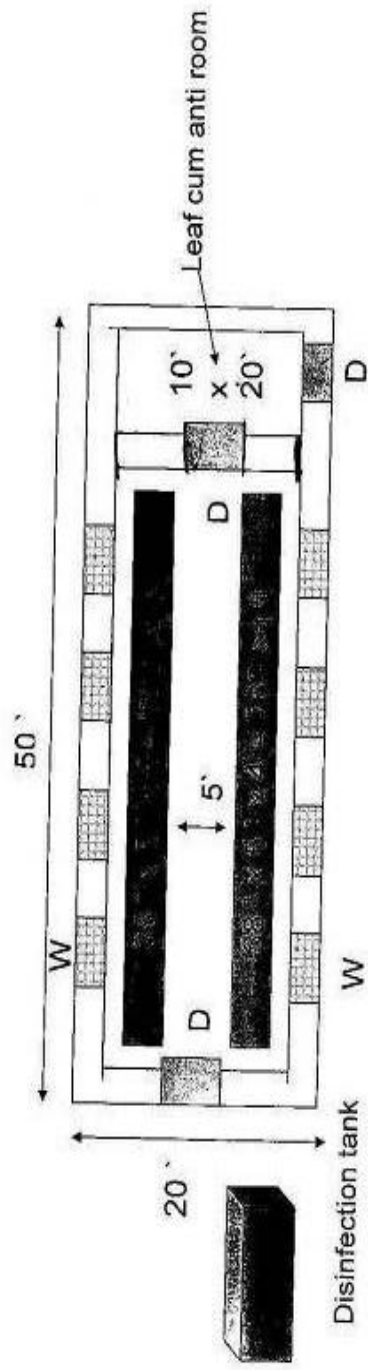
- List of chawkie rearing equipments is given below.
- Building plan for chawkie rearing centre attached.
- If the States like J&K desired to set up CRC in state farms, then the State will have to bear the beneficiary share also in addition to the State share.

Chawkie rearing equipments :

Sl. No.	Particulars	Cost (Rs.) for			
		5000 dfls/batch		2500 dfls/batch	
		No.	Value (Rs.)	No.	Value (Rs.)
1	Plastic trays	400	1,20,000.00	200	60,000.00
2	Rearing stands made out of HD PVC pipes	4	40,000.00	2	20,000.00
3	Incubation frames	100	4,000.00	50	2,000.00
4	Leaf chopping machine	1	22,000.00	1	22,000.00
5	Humidifier and / or heater	1	14,000.00	1	14,000.00
6	Power sprayer	1	6,500.00	1	6,500.00
7	Wet & Dry bulb Thermometer	1	500.00	1	500.00
8	Bed cleaning nets	400	8,000.00	200	4,000.00
	<b>Total</b>		<b>2,15,000.00</b>		<b>1,29,000.00</b>

Note: If the rearing stands are not made out of HD PVC pipes, the assistance will not be extended.

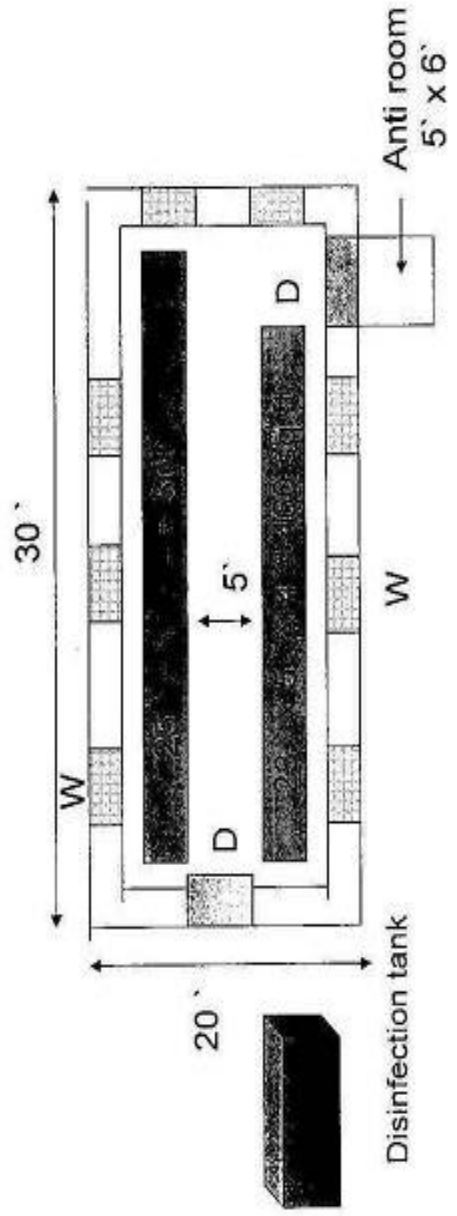
Rearing House sketch for 1 acre ( Capacity : 250 dfls)



Total area of the building : 1000 sq ft

Approximate Cost of building : Rs 1,50,000=

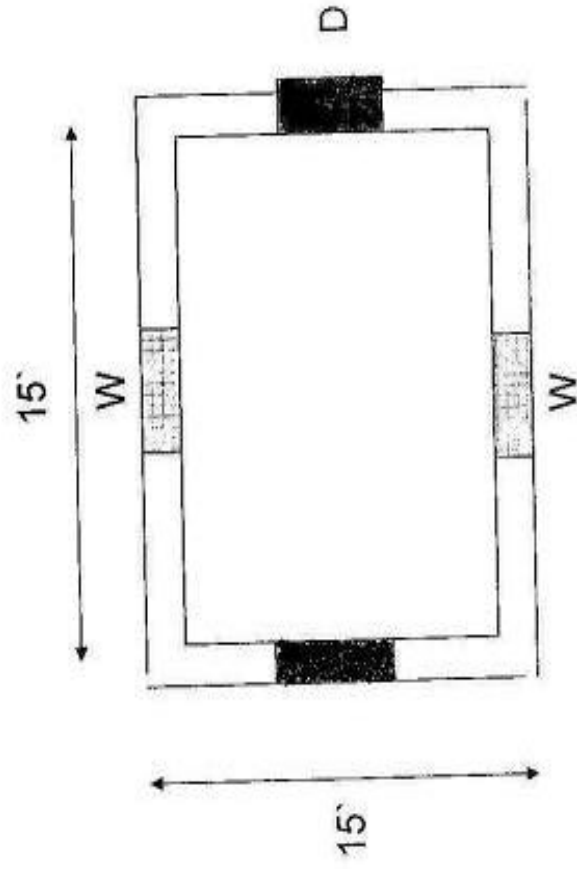
Rearing House sketch for 1/2 acre ( Capacity : 150 dfls)



Total area of the building : 600 sq ft

Approximate Cost of building : Rs 1,00,000.

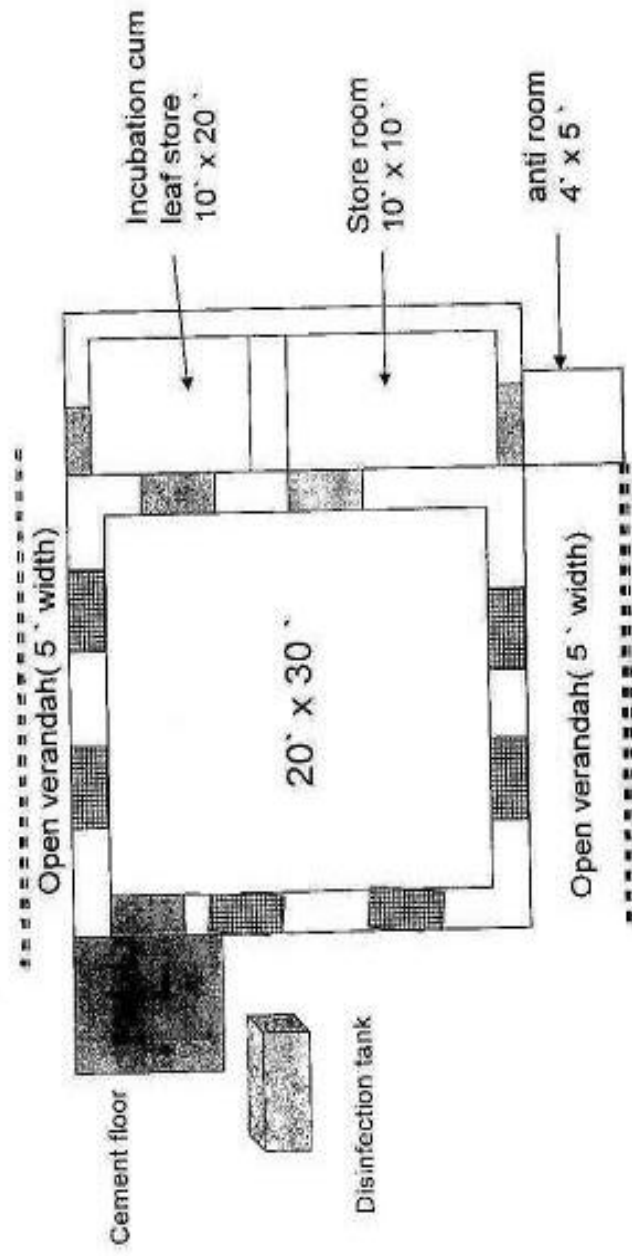
Rearing House sketch ( Capacity : 50 dfls/crop)



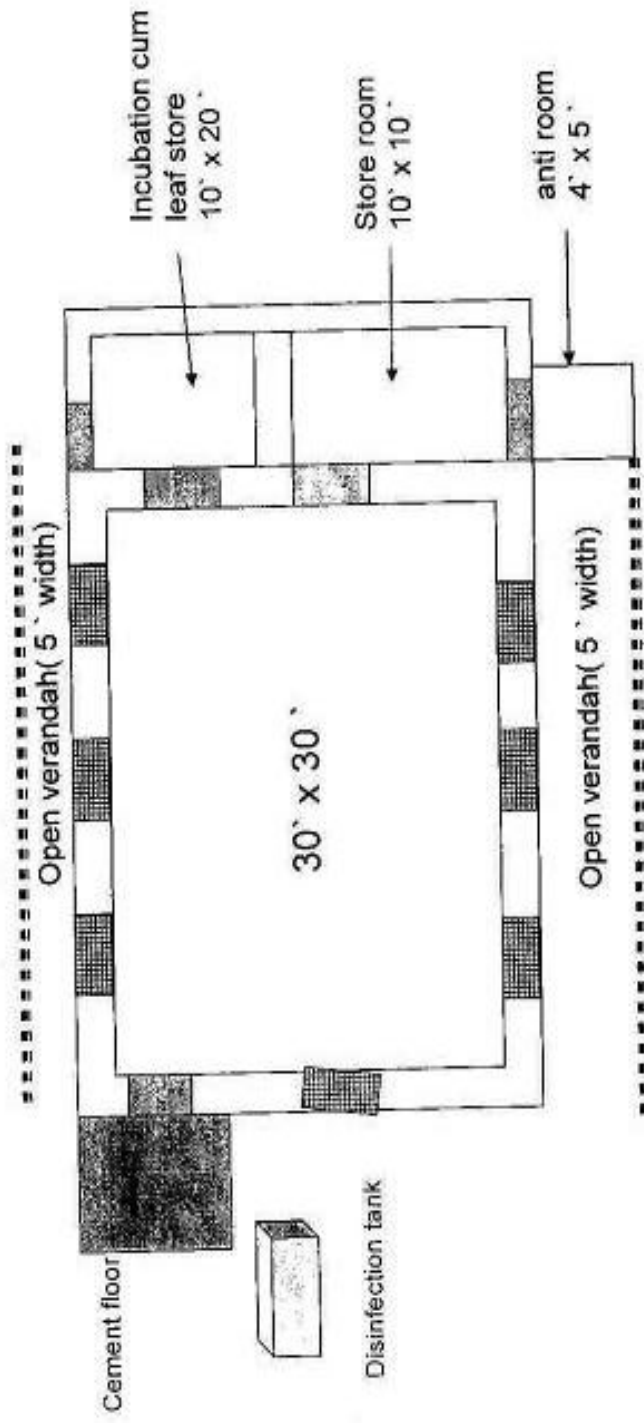
Total area of the building : 225 sq ft

Approximate Cost of building : Rs 50,000=

### Model chawki rearing building for 2500 dfls/batch



## Model chawki rearing building for 5000 dfls/batch



**i. Crop insurance support (for all sectors)**

With a view to encourage farmers to take up bivoltine silkworm rearing which involve higher risks, a scheme to provide crop insurance to farmers was implemented during IX and X Plans. The applicability of the Scheme in the X Plan was only to bivoltine silkworm rearing under mulberry sector and to cover crop losses besides covering personal accident in the case of tasar and muga silkworm crops. During the X Plan, although sufficient provision was made for implementation of the Scheme, the Scheme could not be implemented effectively. One of the main reasons was because of the low premium offered under the Scheme which did not attract the insurance companies. During the XI Plan, it is proposed to increase the scope of the scheme to cover activities like silkworm seed production, silk reeling, wet processing besides covering accidents such as falling from trees while harvesting leaves, cocoons etc. Unlike in X Plan where the insurance Scheme was implemented separately for mulberry, tasar and muga sectors, in the XI Plan, it is proposed to integrate all the four sectors namely, mulberry, tasar, eri and muga under the Insurance Scheme. A lump-sum provision of Rs.6.80 crores is proposed for the XI Plan for implementation of the crop insurance scheme for all the above said four sectors and the assistance is proposed to be shared at 50:25:25 by CSB, State and Beneficiary respectively. In the case of Special Status States, the assistance will be at 80:10:10 by CSB, State and Beneficiary respectively.

**a. Insurance coverage for the silkworm crop :**

**Mulberry:** The insurance coverage is applicable to Univoltines/ Multivoltines/ Bivoltine pure and hybrid races of mulberry silkworm crops reared by the sericulturists as declared by DOSs/NGOs and other implementing agencies. The income from silkworm crops would be varying from place to place and depends on the nature of the crop.

**Vanya Silks:** Vanya sector is unique in many ways. They are practiced by tribals and other weaker sections of the society. Their traditional practices involve high drudgery, and their income through sericulture activities do not commensurate with their labour input, high risks of crop failure due to outdoor rearings, risk of accidental injuries/death to cocoon producers are also not ruled out.

Hence, it is proposed to provide crop insurance support for different crops under both mulberry and vanya during XI Plan. The details are as under:

#	Sector	Sum assured for 100 dfls (in Rs.)	Premium (% of Sum Assured)
1	Mulberry: Multivoltine pure	4700	7%
	Mulberry: Multivoltine hybrid	4700	7%
	Mulberry: Bivoltine (P/Hy)	5787	8%
2	Tasar / Oak Tasar : 1 <sup>st</sup> Crop	1888	10%

	Tasar / Oak Tasar : 2 <sup>nd</sup> Crop	2038	10%
	Tasar / Oak Tasar : 3 <sup>rd</sup> Crop	2188	10%
3	Muga	1910	5%
4	Eri	1570	5%

b. Insurance coverage for the rearing house :

The Scheme covers the rearing hut/house of the beneficiary, and 5% premium for the sum insured, would be collected per year per beneficiary.

c. Insurance coverage for the Rearing / Reeling / Weaving equipment:

It is proposed to insure the contents of Rearing equipment / Reeling equipment / Weaving equipment. A premium of 4% for the sum insured would be collected per year per beneficiary.

d. Insurance coverage for the beneficiary and its family:

The Scheme offers Personal Accident (PA) cover to the beneficiary, his / her spouse and one dependant person (Total 3 persons). The sum insured per person is Rs.50,000/- for death and permanent disability. The premium would be Rs.50/- per year. Each proposal needs to cover a minimum of 50 persons.

The modalities for implementation of the Scheme will be finalized after holding discussions with various insurance companies, so as to make the scheme attractive. The sharing pattern under this scheme is indicated below.

<b>Sharing pattern</b>					
<b>General States</b>			<b>Special Status States</b>		
CSB	State	Benef.	CSB	State	Benef.
<b>50%</b>	<b>25%</b>	<b>25%</b>	<b>80%</b>	<b>10%</b>	<b>10%</b>



ii. **Setting up of production units for biological inputs (new component).**

This is a new component proposed to be implemented during the XI Plan at a total cost of Rs.1.78 crore and the cost is proposed to be shared by CSB and State at 50% each. For special status States, CSB assistance will be to the tune of 90% and the rest 10% has to be borne by the State.

The R&D Institutions have made a number of innovations where microbes have been isolated and cultured which can be used either to enrich the soil fertility (bio-fertilizers) or control the diseases (antagonistic microbes) or Bio-pesticides / Bio-control agents and other plants / animal products used in sericulture. It is proposed to commercialize these innovations through qualified entrepreneurs, if required through collaborative efforts.

The Research Institutes which have isolated or developed various inputs such as microbes, shall scrutinize applications received from the qualified graduates / post graduates who have got the basic facilities like land, building etc. After approval of the projects, the funds will be released to the entrepreneurs. The entrepreneurs shall pay the royalty to the technology developer which will be decided by a committee to be constituted during the course of the implementation of the scheme. The physical target, unit cost and sharing pattern are indicated below.

Sharing pattern					
General States			Special Status States		
CSB	State	Benef.	CSB	State	Benef.
50%	50%	--	90%	10%	--

The details of unit costs are given below:

Bio-control agents : 1. ***Nesolynx thymus*** for “Uzi fly” pest control

2. ***Scymnus coccivora*** for “Tukra” disease control

**Production of capacity per unit / Month**

1. ***Nesolynx thymus*** : 2000 – pouches covering one lakh DFLs (@ 2 pouches per 100 DFLs)

2. ***Scymnus coccivora*** : 85,000 **Beetles** covering 170 Acres (Mulberry) (@ 500 beetles per Acre/ year)

**Cost per unit :**

Establishment cost :- Rs.1.50 lakh (\*)

Working capital / Training (initial period) :- Rs.0.28 lakh

(raw material cost – Rs.19,000/-, (#)

building rent - Rs. 3,000/- for 800-1000 sq. ft.

distribution and training – Rs.6,000/- )

**Total cost** :- **Rs.1.78 lakh**

(\* ) Break-up details are furnished below as **Appendix-1**

(#) Break-up details are furnished below as **Appendix-2**

**Note** : The entrepreneurs / unemployed graduates who receive assistance will be issued a certificate either from DOS / CSB as the authorized person to sell / distribute the biological control agents.

The DOS / CSB will adopt a quality control system so as to ensure the quality of biological agents produced and distributed in the field.

**COST OF ESTABLISHMENT OF MODEL MASS PRODUCTION UNIT FOR  
BIO-CONTROL AGENTS**

*(Nesolynx thymus and Scymnus coccivora)*

Sl. No.	Equipments	Nos.	Rate (Rs.)	Total Amount (Rs.)
1.	Iron stand 6" x 5' x 6" (10 rows)	6	3000	18,000
2.	Plastic crates (non perforated) 57 cm x 36 cm x 11 cm	50	350	17,500
3.	Plastic tray {non perforated} 90cm x 60cm x 6 cm	30	400	12,000
4.	Plastic crates (non perforated) 57 cm x 36 cm x 6 cm	70	300	21,000
5.	Plastic basins -45cm diameter; 20cm height	100	75	7,500
6.	Plastic tray with perforated bottom (90cmx 60cmx 6 cm)	10	300	3,000
7.	Open shelf (6 x 3' x 1 ft. shelf)	4	3,000	12,000
8.	House fly cage 2' x 1.5' x 1.5'	30	250	7,500
9.	Plastic boxes with mesh lid	360	15	5,400
10.	Room heater	2	1,000	2,000
11.	Refrigerator 250 lts	1	7,000	7,000
12.	Measures (measuring cylinders – plastic)	10	50	500
13.	Working table Wooden 2.5' x 4 '	2	1,000	2,000
14.	Office table with drawers - mild steel	1	2,000	2,000
15.	Chairs wooden / mild steel	4	500	2,000
16.	Stool (wooden / mild steel)	4	250	1,000
17.	Wet & Dry Thermometer	2	750	1,500
18.	Balance	1	1500	1,500
19.	Plastic container to store water	1	500	500
20.	Almirah	1	7000	7,000
21.	Wooden cages 1 x 1 x 1	30	400	12,000
22.	Stand for pumpkin	300	20	6,000
23.	Miscellaneous Items			1,100
	<b>Total</b>			<b>1,50,000</b>

**CONSUMABLES / PERISHABLES (FOR 1 MONTH)**

<b>Sl. No.</b>	<b>Equipments</b>	<b>Nos.</b>	<b>Rate (Rs.)</b>	<b>Total Amount (Rs.)</b>
1.	Pumpkin	500 kg.	5	2500
2.	Wheat Bran	500 kg.	10	5000
3.	Cowdung cake	200 kg.	5	1000
4.	Milk powder	40 kg.	75	3000
5.	Yeast	5 kg.	200	1000
6.	Honey	2 kg.	150	300
7.	Absorbant Cotton	3 rolls	100	300
8.	Sugar	30 kg.	17	500
9.	Packing material Nylon net pouches, plastic boxes, cardboard boxes, gum tape etc.			3500
10.	Cloth			1000
11.	Miscellaneous (soap, detergents, stapler pins, rubber bands etc.)			900
	<b>Total</b>			<b>19,000</b>

i. Assistance for training of lead farmers (new component).

This is another new Component proposed to be implemented during the XI Plan on the lines of agriculture, where the expert farmer becomes the link between the R&D Institutes and the farmers for transferring the technology. The objective of the Scheme is to promote transfer of technology through elite / expert farmers in the village for improving the quality and quantity of the output. It is proposed to set up 178 units at a total cost of Rs.1.78 crore during the XI Plan and the expenditure will be shared by CSB and State at 50% each. For special status States, the CSB's assistance will be 90% and the rest 10% has to be contributed by the State.

Educated lead farmers having leadership qualities will be identified with the help of Local Panchayats or Zilla Parishads. The infrastructure available with them such as building, furniture etc., shall be utilized for training the farmers in improved technologies and conveying solutions to the problems. The lead farmers shall be trained in the latest technologies and will be engaged in transferring the technology / information to the farmers. The lead farmers become the basic link between the R&D Institutions and other farmers. The unit cost contains procurement of audio-visual equipments, teaching-aids and other utilities, besides meeting the contingent expenditure. The physical target, unit cost and sharing pattern are indicated below.

Physical target	Unit cost (Rs.)	Sharing pattern					
		General States			Special Status States		
		CSB 50%	State 50%	Benef. --	CSB 90%	State 10%	Benef. --
178 Nos.	100000	50000	50000	--	90000	10000	--

The details of unit costs are given below:

Sl. No.	Equipments	Units (No.)	Rate (Rs.)	Total cost for one unit (Rs.)
1.	Plastic Chairs	50	100.00	5000.00
2.	White Board / Pen / Black Board	1	1000.00	1000.00
3.	De-flossing (power cum hand) machine	1	5010.00	5010.00
4.	Sprayer	1	6000.00	6000.00
5.	Flame gun	1	1000.00	1000.00
6.	Rotary mountages	20	500.00	10000.00
7.	Plastic cocoon harvester with frame	1 set	500.00	500.00
8.	One composite cocoon harvester	1	6500.00	6500.00
9.	Hand operated matured worm separator	1	4000.00	4000.00
10.	Secature and Saw	(4+4) 8	250.00	1000.00
			125.00	500.00
11.	Over Head projector	1	5000.00	5000.00
12.	Cocoon Sample Boxes	5	500.00	2500.00
13.	DVD +TV with Stand	1 set	19000.00	19000.00
14.	Drip irrigation demo plot	1 acre	20000.00	20000.00
15.	Demonstration materials	1 set	4000.00	4000.00
16.	Mask	1	7000.00	7000.00
17.	Brushing nets	50	3.00	150.00
18.	Cleaning nets	230	8.00	1840.00
<b>Total</b>				<b>100000 .00</b>

ii. **Door-to-door service agents for disinfection and inputs supply and assistance for sericulture poly-clinics (new component).**

This is also a new component proposed to be implemented during the XI Plan at total cost of Rs.2.66 crore which is proposed to be shared by CSB and State at 50% each. For special status States, the CSB's assistance would be 90% and the rest 10% has to be borne by the State. It is proposed to encourage private service agents to carry out the disinfection and supply of inputs to the farmers in their door steps.

Interested entrepreneurs / persons shall be identified through local panchayats / NGOs and other local bodies and will be provided with the bicycle / motor cycle to carry the disinfecting equipments like power sprayer, accessories and safety equipments etc. These entrepreneurs / persons provide disinfection service at the door steps of the farmers and charge for the same. They will also supply the disinfectants and other inputs / utilities to the farmers at their door steps.

During the XI Plan it is also proposed to set up Sericulture Poly Clinics on the lines of agriculture, where the educated youth run the poly clinics which serve as knowledge centers and provide necessary consultancy and inputs for the farmers. The qualified graduates / diploma holders in sericulture having knowledge of sericulture and testing procedures shall be selected under the scheme through a transparent procedure. They will be trained in the research laboratories in testing the soil, leaves or silkworms and in identifying the deficiencies and diseases and will be groomed as entrepreneurs, for testing soils, leaf samples, silkworms etc., for identification of deficiencies / diseases. The units shall serve as laboratories for problem identification and consultancy centres. They will charge for testing, consultancy and other services. These units will also function as Sales Centers for disinfectants, chemicals, appliances and other devices used in sericulture. The physical target, unit cost and sharing pattern are indicated below.

Physical target	Unit cost (Rs.)	Sharing pattern					
		General States			Special Status States		
		CSB	State	Benef.	CSB	State	Benef.
		<b>50%</b>	<b>50%</b>	--	<b>90%</b>	<b>10%</b>	--
100 Nos.	150000	50000	50000	--	90000	10000	--

The details of unit costs are given below:

**A. Equipments and facilities required for the disinfection**

<b>Sl. No.</b>	<b>Item / Materials</b>	<b>Quantity / No.</b>	<b>Approx. Cost (Rs.)</b>
1.	Power Sprayer	1	25000.00
2.	Motor vehicle (2 wheeler)	1	35000.00
3.	Mask	1	7000.00
4.	Apron	4	1000.00
5.	Flame Gun	1	1000.00
6.	Gum boot	2 pairs	1000.00
8.	Water container (100 liters)	2	3000.00
9.	Vacuum Cleaner	1	3000.00
10.	Rain Coat	2	1000.00
11.	Plastic wares	Lumpsum	3000.00
12.	Accessories like side carrier etc. for 2 wheeler for carrying the equipments.	--	5000.00
13.	Tool kits	1 set	1000.00
14.	Storage racks for the equipments	1	5000.00
15.	Basic furnitures (Table/chairs)	Lumpsum	6000.00
16.	Miscellaneous (contingencies)	- " -	3000.00
	<b>Total</b>		<b>100000 .00</b>

**B. Equipments and facilities required for Sericulture Polyclinics**

<b>Sl. No.</b>	<b>Item / Materials</b>	<b>Quantity/ No.</b>	<b>Approx. Cost (Rs.)</b>
1.	Portable soil testing unit	1	30000.00
2.	Microscope	1	5000.00
3.	Plastic & glasswares	(Lumpsum)	5000.00
4.	Small pumps – knapsack/ backpack	1	2000.00
5.	Secature	4	1000.00
6.	Duster	1	2000.00
7.	Miscellaneous (contingencies)	--	5000.00
	<b>Total</b>		<b>50000 .00</b>

## MULBERRY COCOON SECTOR

### **i. Support for mulberry plantation development :**

During the X Plan, there was no Scheme for development of gardens except for raising mulberry saplings. During the XI Plan it is proposed to implement a Scheme for mulberry plantation development with flexibility for meeting the production target of XI Plan. Under the Scheme, it is proposed to raise 26,000 ha. (65000 acres) of mulberry plantation @ 1 acre/farmer. The assistance provided would be Rs.5,500.00 per acre. The farmers, instead of buying mulberry saplings from other sources, they themselves can develop plantation either through cuttings, or produce his requirement. The assistance proposed is only for irrigated gardens. \_

Individual farmers can raise plantation in their land or State Departments may develop mulberry in their farm or public places like Panchayat lands or vacant forest lands etc. The raising of plantation is also proposed to be dovetailed with other similar programmes taken up by other departments.

Under the above Scheme it is also proposed to raise/maintain tree plantations, replacement of old mulberry varieties with new mulberry varieties etc and the assistance proposed to be provided will depend upon the nature of plantation and its maintenance but well within the approved subsidy. During the XI Plan for raising 65000 acres of mulberry plantation, the total amount required works out to Rs.35.75 crores (@ Rs.5,500/acre), 50% subsidy of which is proposed to be provided by Govt. of India (CSB) and the rest 50% has to be equally borne by beneficiary and State (25:25). For special status States, the subsidy will be 80:10:10 for CSB, State and Beneficiary respectively. The physical target, unit cost and sharing pattern are indicated below.

Physical target	Unit cost (Rs.)	Sharing pattern					
		General States			Special Status States		
		CSB	State	Benef.	CSB	State	Benef.
65000 Acres	5500/	<b>50%</b> 2750	<b>25%</b> 1375	<b>25%</b> 1375	<b>80%</b> 4400	<b>10%</b> 550	<b>10%</b> 550

The details of unit cost are given given below:



**Break up of cost for raising one acre of Bush mulberry Plantation**

Sl. No.	Particulars	Cost per acre (Rs.)
1	Preparation / Cost of Cuttings	1,500.00
2	Inputs (FYM, chemical fertilizer, irrigation and pesticides) for raising saplings / direct plantation	2,500.00
3	Plantation / Transportation cost	1500.00
	<b>Total</b>	<b>5,500.00</b>

**Tree Plantation (for raising and maintenance of tree plantation (for 300 trees)****[A] Cost of Raising of Mulberry trees (300 trees)**

Sl. No.	Particulars	Cost (Rs.)
1	Saplings(Rs.3.00/sapling)	900.00
2	Inputs (FYM, chemical fertilizer, irrigation and pesticides)	2000.00
3	Plantation / Transportation cost	600.00
	<b>Total</b>	<b>3,500.00</b>

**[B] Cost of Maintenance of Tree Plantation (300 trees)**

Sl. No.	Particulars	Cost (Rs.)
1	Inputs (FYM, chemical fertilizer, irrigation and pesticides)	2000.00
	<b>Total</b>	<b>2000.00</b>

Note : The subsidy amount will be given according to number of trees on pro-rata basis subject to a minimum number of 100 trees.

**ii. Assistance for irrigation and other water conservation & usage techniques.**

During the X Plan 'Drip irrigation' Scheme was implemented as it was considered to be the most effective and economic use of water for irrigation purpose and well suited for mulberry plants. As per the evaluation conducted by M/s TERI, drip irrigation is one of the most popular Schemes and widely accepted by the farmers in the field, particularly in Southern States. The assistance provided was limited to a max. of 1 ha. of mulberry plantation with drip irrigation.

During the XI Plan the Scheme is proposed to be modified to cover all types of irrigation, such as drip, tube/open wells, shallow wells, ponds, farm ponds, surface tanks and similar water harvesting systems including ground level water storage tanks & soil moisture methods and storage / conservation facilities for different types of structure for different serizones. The subsidy is proposed to be given to cover upto 1 (one) ha. of plantation during the XI Plan. The subsidy will be given proportionately according to the nature of irrigation system and also the area proposed to be covered with the irrigation system by the farmers. During the XI Plan it is proposed to cover 12000 ha. with various types of irrigation at a total cost of Rs.60.00 crores (@ Rs.50,000.00 per ha.). It is proposed to provide 50% subsidy by CSB and the balance 50% has to be contributed by the State and beneficiary / the implementing agency at 25% each. In the case of special status States, the amount is proposed to be given at 80:10:10 by CSB, State and Beneficiary respectively. The physical target, unit cost and sharing pattern are indicated below.

Physical target	Unit cost (Rs.)	Sharing pattern					
		General States			Special Status States		
		CSB	State	Benef.	CSB	State	Benef.
12000 Hectares	50000	50%	25%	25%	80%	10%	10%
		25000	12500	12500	40000	5000	5000

The details of unit cost are given below:

Sl. No.	Particulars	Cost (Rs.)	
		For 1 Ha.	for 1 acre
1(a)	Development of irrigation sources (ponds, farm ponds, shallow wells, bore-wells, surface tanks including storage tanks/ conservation facilities etc.)	30,000.00	10,000.00
(b)	Water lifting devices (electric pump-set, diesel engine pump-set etc.)	20,000.00	15,000.00
2	Sprinkler irrigation	40,000.00	20,000.00
3	Drip irrigation system	50,000.00	20,000.00

Note : Subsidy will be released on pro-rata basis subject to a maximum of Rs.50,000/- for one ha. (CSB share)

**iii. Supply of rearing appliances (including improved mountages) / farm equipments to farmers – for bivoltine seri-farmers.**

In order to encourage production of bivoltine silk, during the X Plan bivoltine farmers were supported with modern rearing equipments such as, rotary mountages, farm machinery and shoot rearing racks etc, which are essential for bivoltine sericulture. The unit cost approved was Rs.30,000.00 per farmer. However, during the course of implementation of the Scheme, taking into consideration the cost of rotary mountages itself being too expensive, the unit cost was enhanced to Rs.40,000.00 per farmer and the cost was shared at 50:25:25 by CSB, State and Beneficiary.

During the XI Plan, keeping intact the unit cost of Rs.40,000.00 per acre/farmer, as approved by the EFC/CCEA during the X Plan, it is proposed to assist 15,000 bivoltine farmers by providing modern equipments including rotary plastic mountages etc and the unit cost is proposed to be shared by CSB, State and the Beneficiary at 50:25:25. In respect of Special Status States, the assistance will be borne at 80:10:10 by CSB, State and Beneficiary respectively. Since the cost of rearing appliances is expensive, farmers may be encouraged to get loan from banks/financial institutions to meet their share of cost. The physical target, unit cost and sharing pattern are indicated below.

Physical target	Unit cost (Rs.)	Sharing pattern					
		General States			Special Status States		
		CSB	State	Benef.	CSB	State	Benef.
		<b>50%</b>	<b>25%</b>	<b>25%</b>	<b>80%</b>	<b>10%</b>	<b>10%</b>
15000 Acres	40000	20000	10000	10000	32000	4000	4000

The details of unit cost are given below:

Sl. No.	Particulars	Cost (Rs.)	
		1.00 acre (250dfls)	0.5 acre (150 dfls)
1.	Power Sprayer (1 No.)	6,000.00	1500.00(**)
2.	Flame gun (1 No.)	1,000.00	1,000.00
3.	Improved mountages	22,500.00	12000.00
4.	Shoot rearing Racks a. 1750 sq. ft. for 250 dfls b. 1050 sq. ft for 150 dfls	10,000.00	5000.00
5.	Plastic cocoon harvester (2 pushers and iron frame)	500.00	500.00
	<b>Total</b>	<b>40,000.00</b>	<b>20,000.00</b>

(\*\*) Gator sprayer

Note : For Southern States, supply of rotary mountages is a must for Bivoltine sericulture.

In respect of other States, they can use plastic / other types of mountages also and the subsidy will be provided as per actual cost incurred on mountages subject to overall approved cost under the component.

**iv. Supply of quality disinfecting materials and other crop protection measures for bivoltine seed farmers.**

Availability of quality disinfecting materials in appropriate packs is one of the key factors for successful harvest of cocoon crops. Taking into consideration the cluster based approach under the package of Schemes for XI Plan, continuation of this programme during XI Plan will play a key role in increasing the productivity. During the X Plan, the unit cost of the disinfectant pack was worked out at Rs.2,870.00, of which 50% cost was provided as subsidy in respect of F1 farmers which was shared equally by both CSB and State and the balance 50% cost was contributed by beneficiary. In the case of P1 farmers, the subsidy was 100% and the cost was equally shared by CSB and State on 50:50 basis.

During the XI plan, considering the increase in seed production it is proposed to cover around 50,000 seed farmers at a total cost of Rs.15.00 crores (@ Rs.3,000.00 per farmer) and the cost is proposed to be shared by CSB, State and Beneficiary at 25:25:50. For Special Status States, the assistance will be shared at 80:10:10 respectively by CSB, State and Beneficiary. While the CSB will provide size and composition of the disinfectant module and a list of approved suppliers to the farmers, disinfectants supplied by the concerned agencies will be subject to quality test either by the State or CSB. The physical target, unit cost and sharing pattern are indicated below.

Physical target	Unit cost (Rs.)	Sharing pattern					
		General States			Special Status States		
		CSB	State	Benef.	CSB	State	Benef.
		<b>25%</b>	<b>25%</b>	<b>50%</b>	<b>80%</b>	<b>10%</b>	<b>10%</b>
50000 Seed farmers	3000	750	750	1500	2400	300	300

The details of assistance are given below:

Disinfectants for rearing house and appliances

Sl. No.	Particulars	Cost (Rs.) for	
		1 acre (250 dfls).	0.50 acre (150 dfls)
1	Disinfectants including bed disinfectants for rearing house and appliances as approved by Research Institutes.	3,000.00	1,500.00

The list of approved suppliers will be provided by NSSO, Bangalore

The details of general disinfectants and bed disinfectants along with required quantity are furnished below.

## Disinfectant requirement

Unit Cost :3000 /Farmer /year

#	Type of disinfectant	Requirement				
		1.00 Acre (250 dfls)			0.50 Acre (150 dfls)	
		Quantity (kg)	Rate /lit / kg Rs.	Cost (Rs.)	Quantity (Kg)	Cost (Rs.)
<b>I</b>	<b>General Disinfectant</b>					
1.	Disinfectant	5.75	80.00	460.00	2.88	230.00
2.	Bleaching powder	11.50	24.00	276.00	5.75	138.00
3.	Lime	25.00	8.00	200.00	12.50	100.00
<b>II</b>	<b>Bed Disinfectants</b>					
1.	For all regions (except NE Region & West Bengal)	15.00	50.00	750.00	7.50	375.00
2.	For NE Region and West Bengal	17.50	40.00	700.00	8.75	350.00
<b>III</b>	<b>Muscardine control (only during winter)</b>	5.00	50.00	250.00	2.50	125.00

**v. Assistance for construction of rearing houses.**

In order to ensure hygienic conditions and prevent contamination during silkworm rearing, construction of separate silkworm rearing house is very essential. Considering different topographical structure in the States, different types and designs of rearing houses are also necessary. During the X Plan, three models of rearing houses namely Rs.20,000.00, Rs.50,000.00 and Rs.1.00 lakh and above were implemented with 50% subsidy limiting to the maximum extent of Rs.50,000.00, which was equally shared by CSB and the State Government. The balance 50% was contributed by the beneficiary.

Considering the demand as well as popularity of the Scheme in the field, it is proposed to continue the Scheme during XI Plan and construct 1,11,081 rearing houses of three models namely Rs.50,000.00, Rs.1,00,000.00 and Rs.1,50,000.00 at a total cost of Rs.862.24 crores. The State Governments can also avail the Scheme for renovating their rearing houses for production of cocoons by leasing them to landless farmers.

Subsidy is proposed to be provided to the extent of 50% which has to be equally shared by CSB and State the balance 50% has to be contributed by the beneficiary. For the special status States, the cost is proposed to be shared at 80:10:10 by CSB, State and Beneficiary respectively. The physical target, unit cost and sharing pattern are indicated below.

Physical target	Unit cost (Rs.)	Sharing pattern					
		General States			Special Status States		
		CSB 25%	State 25%	Benef. 50%	CSB 80%	State 10%	Benef. 10%
14984	150000	37500	37500	75000	120000	15000	15000
31400	100000	25000	25000	50000	80000	10000	10000
64697	50000	12500	12500	25000	40000	5000	5000

The details of unit costs are given below:

Sl. No.	Capacity (No. of dfls)	Mulberry area (acres)	Rearing house area (Sq. ft)	Unit cost (Rs.)
1	250	1.00 & above	1000	1,50,000.00
2	150	0.50	600	1,00,000.00
3	50	0.25	225	50,000.00

- Structures of rearing house for each model are appended.
- The rearing houses should be constructed away from the dwelling houses to avoid contamination of diseases

**vi. Assistance for maintenance of chawki gardens, construction of chawki rearing centre buildings and procurement of chawki rearing equipments.**

For successful harvest of cocoon crops and for improving the productivity, supply of chawki reared silkworms to farmers is essential. During the X Plan, the Scheme was implemented through Quality Service Clubs (QSCs), reputed Non-Governmental Organisations (NGOs) and Self Help Groups (SHGs). The assistance was also provided to individual farmers for setting up of chawki rearing buildings and procurement of chawki rearing equipments. The unit cost was Rs.3.0 lakhs (Rs.1.0 lakh for chawki rearing building and Rs.2.0 lakhs for chawki rearing equipments) and 50% of the cost was equally shared by CSB and State.

Since the component is essential particularly for bivoltine sericulture development, it is proposed to continue the component during the XI Plan also. During the XI Plan it is proposed to assist 600 CRCs at a total cost of Rs.20.70 crores (@ Rs.3.45 lakh/CRC) and the subsidy is proposed to be given to the extent of 50% by CSB and State (25:25) and the rest 50% coming from the beneficiary. For the special status States, the assistance is proposed to be given at 80:10:10 by CSB, State and Beneficiary respectively.

The State Department of Sericulture will consider applications from the Quality Service clubs, NGOs and SHGs or individuals willing to establish Chawki Rearing Centres on the land owned by them or under possession on long term lease basis and send proposals with the recommendations. The State Department and Central Silk Board will jointly assist in procuring quality chawkie rearing equipments. The State Departments are required to assist the entrepreneurs for getting the required loan from banks / financial institutions to meet their part of the share. The physical target, unit cost and sharing pattern are indicated below.

Physical target	Unit cost (Rs.)	Sharing pattern					
		General States			Special Status States		
		CSB	State	Benef.	CSB	State	Benef.
		<b>25%</b>	<b>25%</b>	<b>50%</b>	<b>80%</b>	<b>10%</b>	<b>10%</b>
600 Nos.	345000	86250	86250	172500	276000	34500	34500

The unit cost details and list of equipments for CRC, are given below:

Sl. No.	Particulars	Cost (Rs.) for	
		5000 dfls/batch	2500 dfls/batch
1	Chawki rearing building	1,30,000.00	75,000.00,
2	Chawki rearing equipments	2,15,000.00	1,29,000.00

- List of chawkie rearing equipments is given below.
- Building plan for chawkie rearing centre attached.

- If the States like J&K desired to set up CRC in state farms, then the State will have to bear the beneficiary share also in addition to the State share.

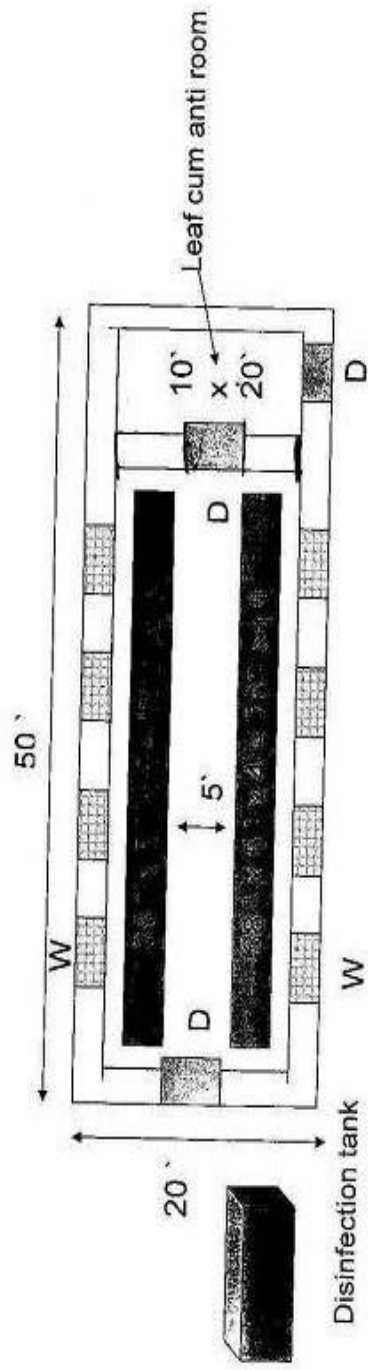
Chawkie rearing equipments :

Sl. No.	Particulars	Cost (Rs.) for			
		5000 dfls/batch		2500 dfls/batch	
		No.	Value (Rs.)	No.	Value (Rs.)
1	Plastic trays	400	1,20,000.00	200	60,000.00
2	Rearing stands made out of HD PVC pipes	4	40,000.00	2	20,000.00
3	Incubation frames	100	4,000.00	50	2,000.00
4	Leaf chopping machine	1	22,000.00	1	22,000.00
5	Humidifier and / or heater	1	14,000.00	1	14,000.00
6	Power sprayer	1	6,500.00	1	6,500.00
7	Wet & Dry bulb Thermometer	1	500.00	1	500.00
8	Bed cleaning nets	400	8,000.00	200	4,000.00
	<b>Total</b>		<b>2,15,000.00</b>		<b>1,29,000.00</b>

Note: If the rearing stands are not made out of HD PVC pipes, the assistance will not be extended.



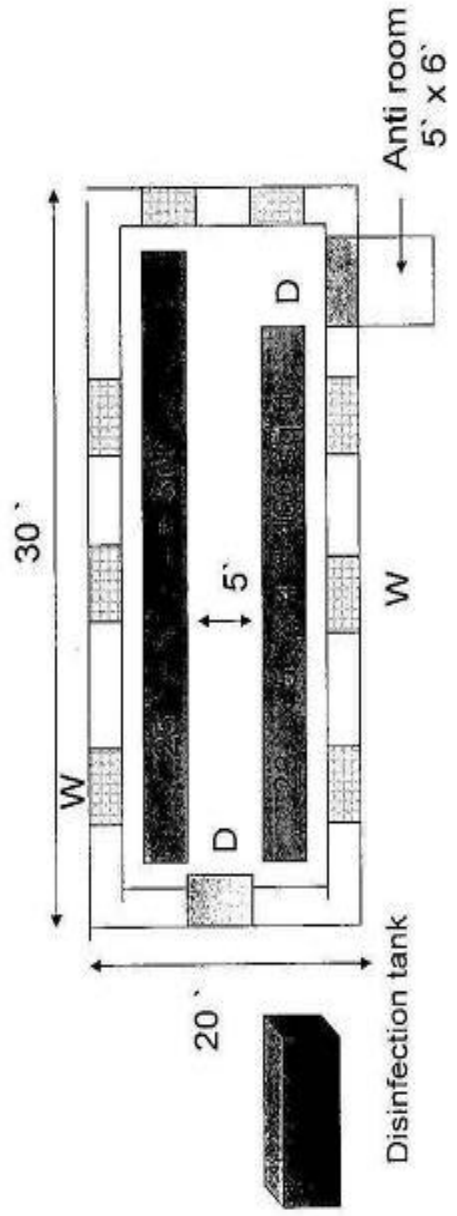
Rearing House sketch for 1 acre ( Capacity : 250 dfls)



Total area of the building : 1000 sq ft

Approximate Cost of building : Rs 1,50,000=

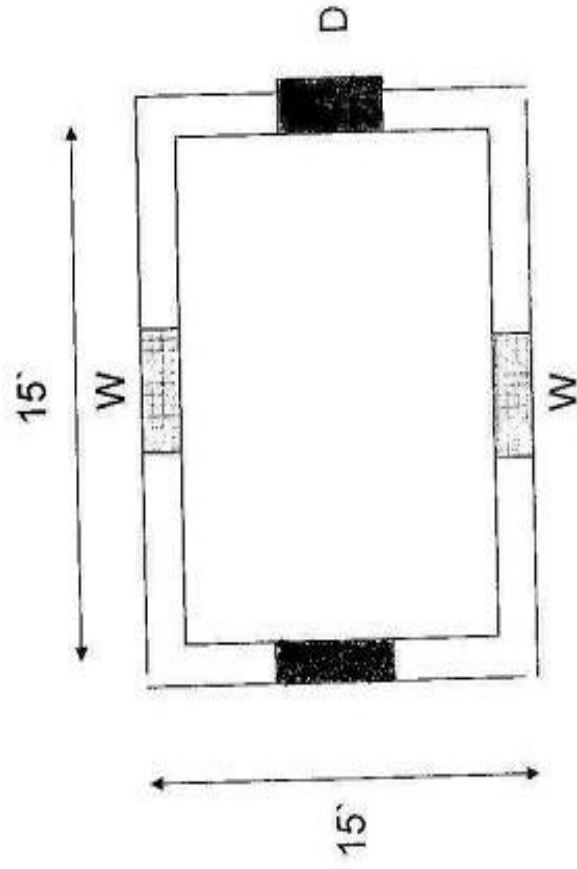
Rearing House sketch for 1/2 acre ( Capacity : 150 dfls)



Total area of the building : 600 sq ft

Approximate Cost of building : Rs 1,00,000.

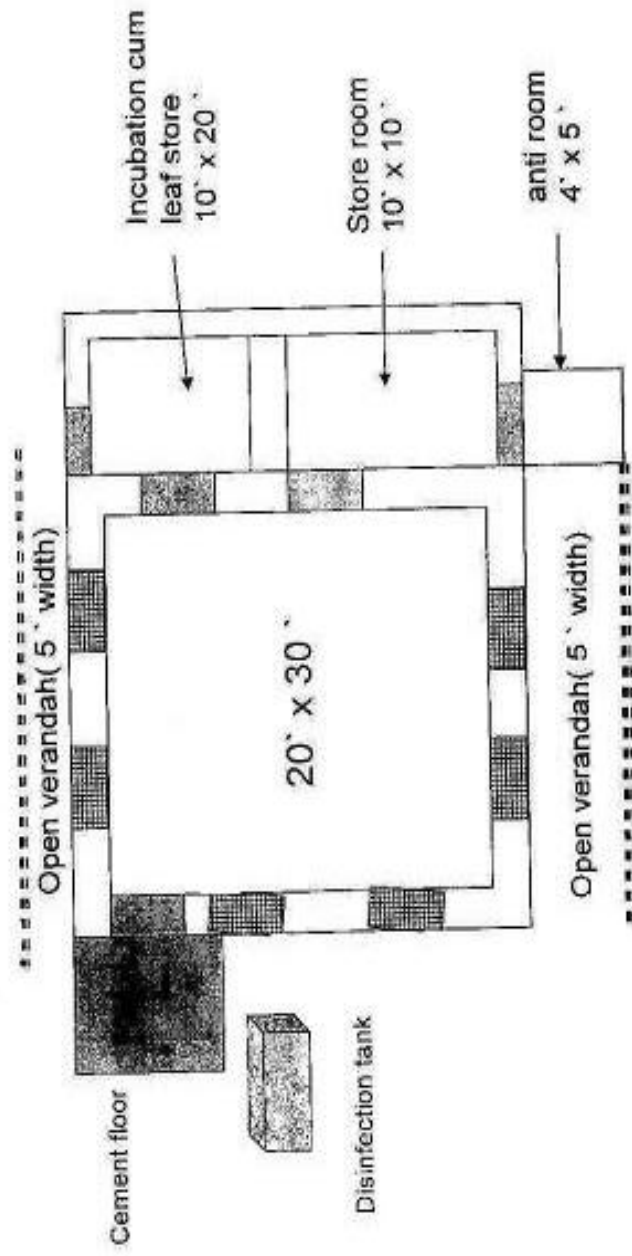
Rearing House sketch ( Capacity : 50 dfls/crop)



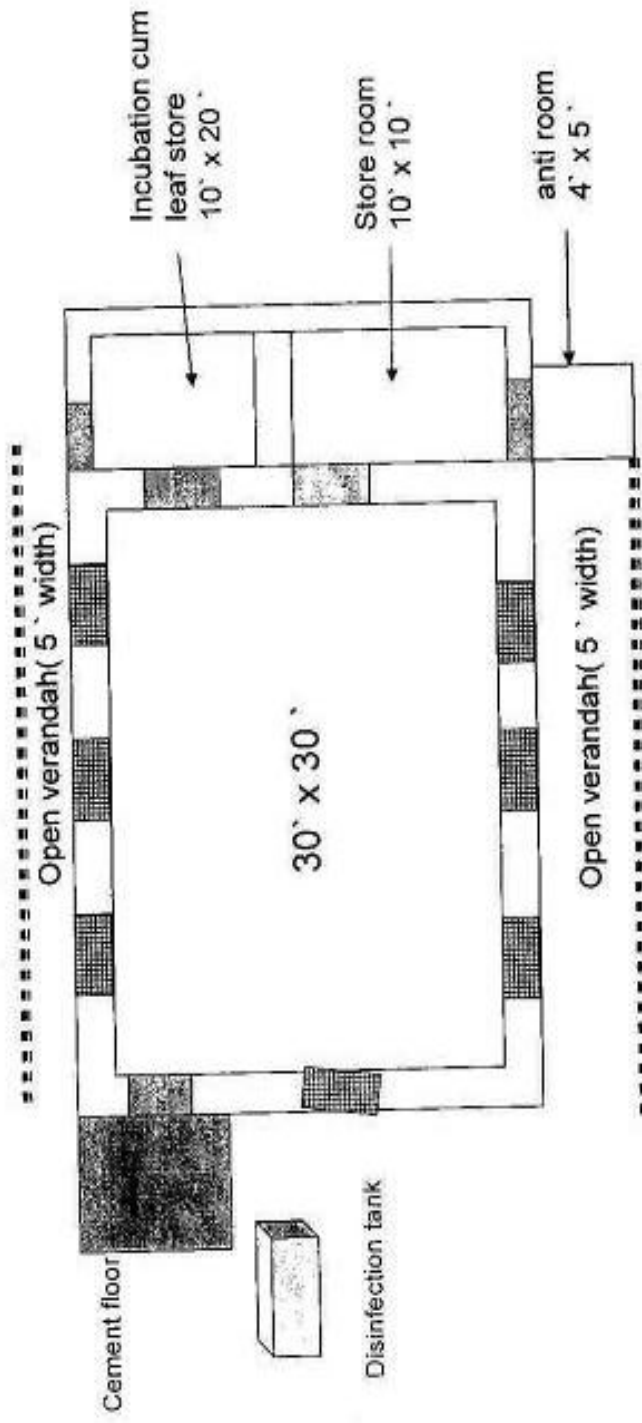
Total area of the building : 225 sq ft

Approximate Cost of building : Rs 50,000=

### Model chawki rearing building for 2500 dfls/batch



## Model chawki rearing building for 5000 dfls/batch



**i. Crop insurance support (for all sectors)**

With a view to encourage farmers to take up bivoltine silkworm rearing which involve higher risks, a scheme to provide crop insurance to farmers was implemented during IX and X Plans. The applicability of the Scheme in the X Plan was only to bivoltine silkworm rearing under mulberry sector and to cover crop losses besides covering personal accident in the case of tasar and muga silkworm crops. During the X Plan, although sufficient provision was made for implementation of the Scheme, the Scheme could not be implemented effectively. One of the main reasons was because of the low premium offered under the Scheme which did not attract the insurance companies. During the XI Plan, it is proposed to increase the scope of the scheme to cover activities like silkworm seed production, silk reeling, wet processing besides covering accidents such as falling from trees while harvesting leaves, cocoons etc. Unlike in X Plan where the insurance Scheme was implemented separately for mulberry, tasar and muga sectors, in the XI Plan, it is proposed to integrate all the four sectors namely, mulberry, tasar, eri and muga under the Insurance Scheme. A lump-sum provision of Rs.6.80 crores is proposed for the XI Plan for implementation of the crop insurance scheme for all the above said four sectors and the assistance is proposed to be shared at 50:25:25 by CSB, State and Beneficiary respectively. In the case of Special Status States, the assistance will be at 80:10:10 by CSB, State and Beneficiary respectively.

**a. Insurance coverage for the silkworm crop :**

**Mulberry:** The insurance coverage is applicable to Univoltines/ Multivoltines/ Bivoltine pure and hybrid races of mulberry silkworm crops reared by the sericulturists as declared by DOSs/NGOs and other implementing agencies. The income from silkworm crops would be varying from place to place and depends on the nature of the crop.

**Vanya Silks:** Vanya sector is unique in many ways. They are practiced by tribals and other weaker sections of the society. Their traditional practices involve high drudgery, and their income through sericulture activities do not commensurate with their labour input, high risks of crop failure due to outdoor rearings, risk of accidental injuries/death to cocoon producers are also not ruled out.

Hence, it is proposed to provide crop insurance support for different crops under both mulberry and vanya during XI Plan. The details are as under:

#	Sector	Sum assured for 100 dfls (in Rs.)	Premium (% of Sum Assured)
1	Mulberry: Multivoltine pure	4700	7%
	Mulberry: Multivoltine hybrid	4700	7%
	Mulberry: Bivoltine (P/Hy)	5787	8%
2	Tasar / Oak Tasar : 1 <sup>st</sup> Crop	1888	10%

	Tasar / Oak Tasar : 2 <sup>nd</sup> Crop	2038	10%
	Tasar / Oak Tasar : 3 <sup>rd</sup> Crop	2188	10%
3	Muga	1910	5%
4	Eri	1570	5%

b. Insurance coverage for the rearing house :

The Scheme covers the rearing hut/house of the beneficiary, and 5% premium for the sum insured, would be collected per year per beneficiary.

c. Insurance coverage for the Rearing / Reeling / Weaving equipment:

It is proposed to insure the contents of Rearing equipment / Reeling equipment / Weaving equipment. A premium of 4% for the sum insured would be collected per year per beneficiary.

d. Insurance coverage for the beneficiary and its family:

The Scheme offers Personal Accident (PA) cover to the beneficiary, his / her spouse and one dependant person (Total 3 persons). The sum insured per person is Rs.50,000/- for death and permanent disability. The premium would be Rs.50/- per year. Each proposal needs to cover a minimum of 50 persons.

The modalities for implementation of the Scheme will be finalized after holding discussions with various insurance companies, so as to make the scheme attractive. The sharing pattern under this scheme is indicated below.

<b>Sharing pattern</b>					
<b>General States</b>			<b>Special Status States</b>		
CSB	State	Benef.	CSB	State	Benef.
<b>50%</b>	<b>25%</b>	<b>25%</b>	<b>80%</b>	<b>10%</b>	<b>10%</b>

ii. **Setting up of production units for biological inputs (new component).**

This is a new component proposed to be implemented during the XI Plan at a total cost of Rs.1.78 crore and the cost is proposed to be shared by CSB and State at 50% each. For special status States, CSB assistance will be to the tune of 90% and the rest 10% has to be borne by the State.

The R&D Institutions have made a number of innovations where microbes have been isolated and cultured which can be used either to enrich the soil fertility (bio-fertilizers) or control the diseases (antagonistic microbes) or Bio-pesticides / Bio-control agents and other plants / animal products used in sericulture. It is proposed to commercialize these innovations through qualified entrepreneurs, if required through collaborative efforts.

The Research Institutes which have isolated or developed various inputs such as microbes, shall scrutinize applications received from the qualified graduates / post graduates who have got the basic facilities like land, building etc. After approval of the projects, the funds will be released to the entrepreneurs. The entrepreneurs shall pay the royalty to the technology developer which will be decided by a committee to be constituted during the course of the implementation of the scheme. The physical target, unit cost and sharing pattern are indicated below.

Sharing pattern					
General States			Special Status States		
CSB	State	Benef.	CSB	State	Benef.
50%	50%	--	90%	10%	--

The details of unit costs are given below:

Bio-control agents : 1. ***Nesolynx thymus*** for “Uzi fly” pest control

2. ***Scymnus coccivora*** for “Tukra” disease control

**Production of capacity per unit / Month**

1. ***Nesolynx thymus*** : 2000 – pouches covering one lakh DFLs (@ 2 pouches per 100 DFLs)

2. ***Scymnus coccivora*** : 85,000 **Beetles** covering 170 Acres (Mulberry) (@ 500 beetles per Acre/ year)

**Cost per unit :**

Establishment cost :- Rs.1.50 lakh (\*)



Working capital / Training (initial period) :- Rs.0.28 lakh

(raw material cost – Rs.19,000/-, (#)

building rent - Rs. 3,000/- for 800-1000 sq. ft.

distribution and training – Rs.6,000/- )

**Total cost** :- **Rs.1.78 lakh**

(\* ) Break-up details are furnished below as **Appendix-1**

(#) Break-up details are furnished below as **Appendix-2**

**Note** : The entrepreneurs / unemployed graduates who receive assistance will be issued a certificate either from DOS / CSB as the authorized person to sell / distribute the biological control agents.

The DOS / CSB will adopt a quality control system so as to ensure the quality of biological agents produced and distributed in the field.

**COST OF ESTABLISHMENT OF MODEL MASS PRODUCTION UNIT FOR  
BIO-CONTROL AGENTS**

*(Nesolynx thymus and Scymnus coccivora)*

Sl. No.	Equipments	Nos.	Rate (Rs.)	Total Amount (Rs.)
1.	Iron stand 6" x 5' x 6" (10 rows)	6	3000	18,000
2.	Plastic crates (non perforated) 57 cm x 36 cm x 11 cm	50	350	17,500
3.	Plastic tray {non perforated} 90cm x 60cm x 6 cm	30	400	12,000
4.	Plastic crates (non perforated) 57 cm x 36 cm x 6 cm	70	300	21,000
5.	Plastic basins -45cm diameter; 20cm height	100	75	7,500
6.	Plastic tray with perforated bottom (90cmx 60cmx 6 cm)	10	300	3,000
7.	Open shelf (6 x 3' x 1 ft. shelf)	4	3,000	12,000
8.	House fly cage 2' x 1.5' x 1.5'	30	250	7,500
9.	Plastic boxes with mesh lid	360	15	5,400
10.	Room heater	2	1,000	2,000
11.	Refrigerator 250 lts	1	7,000	7,000
12.	Measures (measuring cylinders – plastic)	10	50	500
13.	Working table Wooden 2.5' x 4 '	2	1,000	2,000
14.	Office table with drawers - mild steel	1	2,000	2,000
15.	Chairs wooden / mild steel	4	500	2,000
16.	Stool (wooden / mild steel)	4	250	1,000
17.	Wet & Dry Thermometer	2	750	1,500
18.	Balance	1	1500	1,500
19.	Plastic container to store water	1	500	500
20.	Almirah	1	7000	7,000
21.	Wooden cages 1 x 1 x 1	30	400	12,000
22.	Stand for pumpkin	300	20	6,000
23.	Miscellaneous Items			1,100
	<b>Total</b>			<b>1,50,000</b>

**CONSUMABLES / PERISHABLES (FOR 1 MONTH)**

<b>Sl. No.</b>	<b>Equipments</b>	<b>Nos.</b>	<b>Rate (Rs.)</b>	<b>Total Amount (Rs.)</b>
1.	Pumpkin	500 kg.	5	2500
2.	Wheat Bran	500 kg.	10	5000
3.	Cowdung cake	200 kg.	5	1000
4.	Milk powder	40 kg.	75	3000
5.	Yeast	5 kg.	200	1000
6.	Honey	2 kg.	150	300
7.	Absorbant Cotton	3 rolls	100	300
8.	Sugar	30 kg.	17	500
9.	Packing material Nylon net pouches, plastic boxes, cardboard boxes, gum tape etc.			3500
10.	Cloth			1000
11.	Miscellaneous (soap, detergents, stapler pins, rubber bands etc.)			900
	<b>Total</b>			<b>19,000</b>

i. Assistance for training of lead farmers (new component).

This is another new Component proposed to be implemented during the XI Plan on the lines of agriculture, where the expert farmer becomes the link between the R&D Institutes and the farmers for transferring the technology. The objective of the Scheme is to promote transfer of technology through elite / expert farmers in the village for improving the quality and quantity of the output. It is proposed to set up 178 units at a total cost of Rs.1.78 crore during the XI Plan and the expenditure will be shared by CSB and State at 50% each. For special status States, the CSB's assistance will be 90% and the rest 10% has to be contributed by the State.

Educated lead farmers having leadership qualities will be identified with the help of Local Panchayats or Zilla Parishads. The infrastructure available with them such as building, furniture etc., shall be utilized for training the farmers in improved technologies and conveying solutions to the problems. The lead farmers shall be trained in the latest technologies and will be engaged in transferring the technology / information to the farmers. The lead farmers become the basic link between the R&D Institutions and other farmers. The unit cost contains procurement of audio-visual equipments, teaching-aids and other utilities, besides meeting the contingent expenditure. The physical target, unit cost and sharing pattern are indicated below.

Physical target	Unit cost (Rs.)	Sharing pattern					
		General States			Special Status States		
		CSB 50%	State 50%	Benef. --	CSB 90%	State 10%	Benef. --
178 Nos.	100000	50000	50000	--	90000	10000	--

The details of unit costs are given below:

Sl. No.	Equipments	Units (No.)	Rate (Rs.)	Total cost for one unit (Rs.)
1.	Plastic Chairs	50	100.00	5000.00
2.	White Board / Pen / Black Board	1	1000.00	1000.00
3.	De-flossing (power cum hand) machine	1	5010.00	5010.00
4.	Sprayer	1	6000.00	6000.00
5.	Flame gun	1	1000.00	1000.00
6.	Rotary mountages	20	500.00	10000.00
7.	Plastic cocoon harvester with frame	1 set	500.00	500.00
8.	One composite cocoon harvester	1	6500.00	6500.00
9.	Hand operated matured worm separator	1	4000.00	4000.00
10.	Secature and Saw	(4+4) 8	250.00	1000.00
			125.00	500.00
11.	Over Head projector	1	5000.00	5000.00
12.	Cocoon Sample Boxes	5	500.00	2500.00
13.	DVD +TV with Stand	1 set	19000.00	19000.00
14.	Drip irrigation demo plot	1 acre	20000.00	20000.00
15.	Demonstration materials	1 set	4000.00	4000.00
16.	Mask	1	7000.00	7000.00
17.	Brushing nets	50	3.00	150.00
18.	Cleaning nets	230	8.00	1840.00
<b>Total</b>				<b>100000 .00</b>

ii. **Door-to-door service agents for disinfection and inputs supply and assistance for sericulture poly-clinics (new component).**

This is also a new component proposed to be implemented during the XI Plan at total cost of Rs.2.66 crore which is proposed to be shared by CSB and State at 50% each. For special status States, the CSB's assistance would be 90% and the rest 10% has to be borne by the State. It is proposed to encourage private service agents to carry out the disinfection and supply of inputs to the farmers in their door steps.

Interested entrepreneurs / persons shall be identified through local panchayats / NGOs and other local bodies and will be provided with the bicycle / motor cycle to carry the disinfecting equipments like power sprayer, accessories and safety equipments etc. These entrepreneurs / persons provide disinfection service at the door steps of the farmers and charge for the same. They will also supply the disinfectants and other inputs / utilities to the farmers at their door steps.

During the XI Plan it is also proposed to set up Sericulture Poly Clinics on the lines of agriculture, where the educated youth run the poly clinics which serve as knowledge centers and provide necessary consultancy and inputs for the farmers. The qualified graduates / diploma holders in sericulture having knowledge of sericulture and testing procedures shall be selected under the scheme through a transparent procedure. They will be trained in the research laboratories in testing the soil, leaves or silkworms and in identifying the deficiencies and diseases and will be groomed as entrepreneurs, for testing soils, leaf samples, silkworms etc., for identification of deficiencies / diseases. The units shall serve as laboratories for problem identification and consultancy centres. They will charge for testing, consultancy and other services. These units will also function as Sales Centers for disinfectants, chemicals, appliances and other devices used in sericulture. The physical target, unit cost and sharing pattern are indicated below.

Physical target	Unit cost (Rs.)	Sharing pattern					
		General States			Special Status States		
		CSB	State	Benef.	CSB	State	Benef.
		50%	50%	--	90%	10%	--
100 Nos.	150000	50000	50000	--	90000	10000	--

The details of unit costs are given below:

**A. Equipments and facilities required for the disinfection**

Sl. No.	Item / Materials	Quantity / No.	Approx. Cost (Rs.)
1.	Power Sprayer	1	25000.00
2.	Motor vehicle (2 wheeler)	1	35000.00
3.	Mask	1	7000.00
4.	Apron	4	1000.00
5.	Flame Gun	1	1000.00
6.	Gum boot	2 pairs	1000.00
8.	Water container (100 liters)	2	3000.00
9.	Vacuum Cleaner	1	3000.00
10.	Rain Coat	2	1000.00
11.	Plastic wares	Lumpsum	3000.00
12.	Accessories like side carrier etc. for 2 wheeler for carrying the equipments.	--	5000.00
13.	Tool kits	1 set	1000.00
14.	Storage racks for the equipments	1	5000.00
15.	Basic furnitures (Table/chairs)	Lumpsum	6000.00
16.	Miscellaneous (contingencies)	- " -	3000.00
	<b>Total</b>		<b>100000 .00</b>

**B. Equipments and facilities required for Sericulture Polyclinics**

Sl. No.	Item / Materials	Quantity/ No.	Approx. Cost (Rs.)
1.	Portable soil testing unit	1	30000.00
2.	Microscope	1	5000.00
3.	Plastic & glasswares	(Lumpsum)	5000.00
4.	Small pumps – knapsack/ backpack	1	2000.00
5.	Secature	4	1000.00
6.	Duster	1	2000.00
7.	Miscellaneous (contingencies)	--	5000.00
	<b>Total</b>		<b>50000 .00</b>

## **SUPPORT SERVICE SECTOR**

### **Components under Support Services**

1 Product Design, Development and Diversification

2 Vanya Silks Market Promotion Cell

3 Enterprise Promotion & Training

4 Beneficiaries Empowerment Programmes and seri-related exposure visit

5 Publicity for Sericulture Sector

6 Assistance towards Studies/ Consultancies/ surveys/ supervision, monitoring & evaluation of developmental Projects /Schemes etc.

7 Assistance to NGOs/SHGs & Agencies other than CSB & State for meeting administrative expenditure towards Project implementation

8 Support services - Cluster development Programme

9 Women Development Components

10 Emphasis on Tribal areas





**1. Title of the scheme: Product Design, Development and Diversification**

**2. Continuation / New:** Continuation (under CDP)

**3. Background:**

Product Development and Diversification for exclusive silk goods has been a pressing need of the Indian Silk Industry. In the emerging silk scenario where India is consolidating its position as the second largest silk producer in terms of quality as well as quantity, diversification of products to address market needs is critically important. Indian Silk Industry has certain inherent strength that need to be projected in the right perspective and at the same time harnessed effectively. Export market base needs to be widened and the range of products has to be broad based. At the same time quality products should meet the customers expectations.

The Domestic market for silk is quite substantial. Product diversification into casual wear and alternate end uses and focus on bringing the growing upper middle-income group in addition to the high-income group into the fold of silk products would lead to greater value addition in domestic silk production.

A growing market awareness has been evidenced in the recent years for the non-mulberry silk products especially tasar and Eri silk in the domestic market. Product Development and Diversification in Tasar, Eri and Muga has been almost a virgin area in the country. Importance of new designs, motifs and products has of late been recognized in non-mulberry sector and thrust is being given to product development, which will not only contribute in diversification of the product but also enlarge the market share.

To meet the objectives of the Product Design, Development and Diversification, a “P3D-The Cocoon” Center has been opened by the Central Silk Board during the year 2006-07 in its headquarter to facilitate the Product Design, Development and Diversification activity with adequate infrastructure facilities like Computers, display material (mannequins etc), air conditioners, plotter, storage facilities etc.

**4. Broad Objectives:** Quality upgradation

Investment generation

Technology absorption

Employment generation

**5. Categories of beneficiaries and targeted extent coverage:**

The weavers of the silk weaving clusters of India will be benefited in producing the new and innovative products of silk and in turn increase the demand for the silk products in domestic and International market.

Sector	Coverage envisaged	
	Women	SC/ST
Mulberry	25%	25%
Vanya		
Tasar	35	25
Eri	85	70
Muga	85	70

**6. Seri-zones:**

Name of Zone	States
--------------	--------

North-Western Region	Uttarakhand and J& K
North-Eastern India	Assam, Meghalaya and Manipur
Northern & Central India	Uttar Pradesh, Bihar, Madhya Pradesh, Chhattisgarh, Orissa and Maharashtra
Eastern region	West Bengal
Southern India	Karnataka, Tamil Nadu and Andhra Pradesh

## 7. General funding pattern

The general sharing percentage between CSB, State and beneficiary/ agencies under mulberry and Vanya Silk Sector components is as below;

SI.No	Sector	CSB	State	Beneficiary/ Agency
1	Mulberry	100%	0%	0%
2	Vanya	100%	0%	0%

## 8. Components under the package

### A. Product Development and Diversification

Product Design, Development, Diversification and innovative use of silk in its pure form or blending with other natural fibers will be explored in making fabrics for their alternative use. This R&D activity will involve, identification and procurement of raw materials like silk yarn, other natural yarns, accessories for garment making, yarn preparation depending on the fabric texture defined, dyeing, conversion into fabric, Embroidery, embellishment, garment preparations, finishing, etc. The agencies like NGOs, Individual designer, Master Weavers, eminent weavers etc., will also be involved in this activity. In order to conceptualize Product development ideas, if necessary a Baseline survey will be conducted to analyze the Strengths, Weaknesses, Opportunities and Threats (SWOT) of individual Silk weaving clusters. This study will help for making in-house planning and efforts will be made to develop or convert raw material into fabric

in cluster itself. Product Development activity in the heart of the cluster will help to utilize local artisan skill and meanwhile this will impart direct training to the weavers by enhancing their skill. The component will provide an interactive platform to commercialize the products through weavers and exporters.

## **B. Design Consultations**

The Product Design, Development and Diversification activity would also involve gathering information on production, trade flows, demand trends, prices, fashion trends, exports/ importers. To help in this direction, a design consultant/s will also be engaged to assist CSB/CSTRI and product development will take place under their supervision.

## **C. Interaction meets, workshops, seminars**

The interaction meets, works shops and seminars would be conducted on selected topic related to the Product Design, Development and Diversification activity for promotion of the developmental activity and efforts would be directed towards bringing awareness to the producers, consumers, buyers, designers, etc. about the rich heritage of silk weaving clusters of India and recent developments, designs and diversification of silk products.

## **D. Publicity /Exhibitions/demonstrations**

The innovative silk products developed through this activity will be showcased in exhibitions and products/ technology will be demonstrated. Publicity of the new products will also taken up through magazines, hoardings, pullouts, brochures etc.,

## **E. Documentation/stationery etc.**

Documentation of product development and cluster studies

## **F. Computer Software.**

The display center inaugurated at CSB complex with equipments and infrastructure for product development activity will be strengthened. The Information technology has helped the textiles industry by providing software and Computer Aided Textile Design etc for speedy growth of the Industry. The Design tools required for this activity will be made available.

## **G. Fashion forecasts books, reference books, periodicals etc., and maintenance of the display Center**

In order to maintain the display center, a product has to be displayed in a manner, which brings awareness and as well as educate the producers, consumers, buyers etc. The expenditure related to maintenance, educational materials like fashion forecast books, reference books, periodicals etc., will be met out of this component.

## **H. Transportation, travel, honorariums.**

The nature of the work demands officers, officials and Design consultants involved in this activity to travel to distance places/ weaving clusters, situated in remote areas and stay for few or more days during product development activity / cluster studies. The Silk weaving clusters are scattered through out India at different corners. An honorarium will be given to the officers and officials as appreciation for their contributions.

## **9. Targets (Physical and Financial)**

### **I. Physical**

<b>S.No</b>	<b>Components</b>	<b>Units</b>	<b>2007-08</b>	<b>2008-09</b>	<b>2009-10</b>	<b>2010-11</b>	<b>2011-12</b>
1	<i>Product Development and Diversification</i>		Demand Dependent				
2	Design Consultations						

3	<b>Interaction meets, workshops, seminars</b>		
4	<b>Publicity /Exhibitions/demonstrations</b>		
5	<b>Documentation/stationery etc,</b>		
6	<b>Computer Software</b>		
7	<b>Fashion forecasts books, reference books, periodicals etc., and maintenance of the display Center</b>		
8	<b>Transportation, travel, honorariums</b>		

## II. Financial (CSB Share)

(Rs. In Crores)

S.No	Components	Units	2007-08	2008-09	2009-10	2010-11	2011-12	Total for XI Plan
1	<i>Product Development and Diversification</i>	Demand Dependant	0.00	0.02	0.02	0.02	0.02	0.08
2	Design Consultations	Demand Dependant	0.00	0.00	0.02	0.00	0.00	0.02
3	<b>Interaction meets, workshops, seminars</b>	Demand Dependant	0.00	0.02	0.02	0.02	0.01	0.07
4	<b>Publicity /Exhibitions/demonstrations</b>	Demand Dependant	0.00	0.03	0.03	0.02	0.02	0.10
5	<b>Documentation/stationery etc,</b>	Demand Dependant	0.00	0.00	0.01	0.01	0.00	0.02
6	<b>Computer Software</b>	Demand Dependant	0.00	0.02	0.02	0.02	0.00	0.06
7	<b>Fashion forecasts books, reference books, periodicals etc., and maintenance of the display Center</b>	Demand Dependant	0.00	0.03	0.03	0.02	0.02	0.10

8	Transportation, travel, honorariums	Demand Dependant	0.00	0.02	0.01	0.01	0.01	0.05
<b>TOTAL</b>			<b>0.00</b>	<b>0.14</b>	<b>0.16</b>	<b>0.12</b>	<b>0.08</b>	<b>0.50</b>

#### 10. Implementation guidelines / Operational Modalities

The Product Design, Development and Diversification activity would involve gathering of information on production, trade flows, demand trends, prices, fashion trends, exports/ importers with assistance of design consultants as part of its study of the market needs giving inputs to decide future course of action for this R&D activity.

Understanding the market demand is an important aspect to decide kind of products to be developed. Before conceptualize products to be developed, market study would be a part of this activity. A feasible approaches would be drawn by the Director, CSTRI to understand requirements of domestic market, export market, garment sector, industrial applications etc. These approaches would lead to a proper understanding of the market requirements facilitating need based product design, development and diversification activity. Based on requirements of the domestic and export market, a product range to be taken up for sample production covering generic end uses viz. apparels, upholstery, fabric for decorative items, furnishings, made ups, domestic linens like bed covers, cushion covers, table mats, bath robes, furnishings in mix blends like waste silk yarns, shawls, any industrial applications etc.

Detailed production planning and scheduling will be done at CSTRI, Bangalore. The CSTRI shall work out raw material requirements along with a procurement plan, yarn preparation. The yarn thus prepared along with product details, design and colour schemes would be passed on to the sub units of CSTRI for production of samples. Computer simulated out puts will help providing better clarity. The samples would be woven by the weavers selected by the sub-units of CSTRI in consultation with the Director, CSTRI/Design Consultants/ Handloom Departments/WSC etc. Samples would be woven under the close supervisions of the experts/design consultant/s involved in for sample development. Samples so developed would be collected and documented and would be displayed in the "P3D-the Cocoon" for wide publicity. Sample swatches will be provided to interested producers/buyers on cost and revenue

thus generated will be utilized as part of the expenditure for procurement of raw materials. The advertising and publicity will be carried out on regular basis through news papers/ magazines on national repute catering to ongoing fashion trends, new products and export market.

The interaction meets and works shops would be conducted on selected topic related to the Product Design, Development and Diversification activity for promotion of the developmental activity and efforts would be directed towards bringing awareness to the producers, consumers, buyers, designers, design students etc. about the rich heritage of silk weaving clusters of India and recent developments, designs and diversification taking place in silk industry and market requirements.

Facilities will be created at 'P3D-The Cocoon' center to strengthen and promote Silk products Development and Diversification activity by providing design software, forecast books, journals etc. These facilities will be made available to the manufacturers, designers, consumers, entrepreneurs etc., to promote this Design, Development and Diversification activity. If necessary, nominal charges would be collected for using facilities at display center.

#### **11. Outcome of the package:**

The Product Development and Diversification will become the key for expansion of market for silk. The consumers in the market will accept new and diversified products developed under the project.

#### **12. Monitoring and Evaluation:**

The head of the institution will constitute a working group comprising officers and officials of CSTR I to execute the activity of Product Design, Development and Diversification. A Core Group of 5-6 numbers, comprising members from CSB, Fashion and Design Institutes, representatives of weaver enclaves and well-known Designers, will oversee implementation of Project and will review progress regularly.



It is suggested to engage outside agency to evaluate implementation and progress of the project-taking place on yearly basis to decide next course of action to be taken in the Core Group. A midterm evaluation also suggest necessary mid course correction / modification, if any based on the performance of the project. Final evaluation will be done at the end of the XI Plan.

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**1. Broad title: VANYA SILKS MARKET PROMOTION CELL**

**2. Continuation / new:** Continuation Scheme (under support sector of CDP)

**3. Broad objectives:**

- To provide required input support to Vanys Silk (Non – Mulberry sector) in the areas of market promotion in domestic / overseas markets.
- Development of marketable designs and products through research and development in the R&D
- Evaluation of existing infrastructure in silk weaving clusters and need based up-gradation of looms, training of weavers in advanced production techniques
- Organizing exhibitions in major metros and non-metro cities and sponsoring manufacturers to participate in domestic and overseas marketing events

**4. Categories of beneficiaries and targeted extent coverage:**

It is a marketing intervention by providing a platform to the manufacturers of Vanya silks products to market the product to the retailers, exporters and direct consumers (general public). (No categorization possible)

**5. States covered:** All Vanya silk producing states.

**6. General funding pattern:** 100% Central Silk Board funds

**7. Brief description:**

In recent years the 'Vanya silks' or natural silks other than mulberry silk have recorded dramatic improvements in quality and productivity levels. The new initiatives initiated by Central Silk Board like popularization of new machines for reeling, spinning etc facilitated the emergence of wide range of marketable products in these silks.

A host of initiatives were taken by Central Silk Board to promote these silks and their exports as well as local consumption by creating awareness in the public by various sources.

**8. Strategy**

i) Gathering information on the producers of Vanya Silk - Organizational details, production, production capacities, product range, raw material details, present marketing arrangements etc.,

ii) Gathering information on domestic and export markets for Vanya silk products – the cell will engage outside experts for this purpose if necessary.

iii) Collect samples of raw materials and finished products from producers in traditional production areas, Museums, Collectors, Master weavers, marketing organizations, cooperatives, NGOs, R & D Institutes etc.,

- iv) Evaluation of samples, categorization, preparation of swatches, brochures and material for e-presentation to prospective domestic and overseas buyers.
- v) Help the Industry in packaging, labeling and presentation of products – the cell will engage experts in the field from National Institute of Design (NID), National Institute of Fashion Technology (NIFT), Army Institute of Fashion & Design (AIFD). NIFT-TEA Tirupur etc.,
- vi) Creation of e-marketing website for Vanya silks - the cell will engage experts for the purpose.
- vii) Facilitating participation of producers in major marketing events ilke fairs, expos, exhibitions etc. in the country and abroad.
- viii) Engage designers, merchandisers and other specialists on contract for specific periods.
- ix) Establishing and maintenance of Vanya Silk shoppees in major cities.

#### **9. Components under the package:**

- i) Development of marketable designs and products through research and development in R & D Institutes of CSB and through renowned design consultants:

For marketing any of the product the designs which are fast running in the market have to be used. Then only the product can be marketed and can increase the sale and accordingly the production of the product. Therefore, we have to focus on research and development in R & D Institutes of CSB and through renowned design consultants.

- ii) Evaluation of existing infrastructure in silk weaving clusters and need based up gradation of looms as also training of weavers in advanced production techniques:

According to the needs of the present the evaluation of existing infrastructure in Vanya silk weaving clusters and need based up gradation of looms as also training of weavers in advanced production techniques is a must. CSB has to focus on the above areas by utilizing its expertise in the fields and also outside experts of the Industry.

iii) Development and popularization of improved reeling and spinning devices:

Whatever Research and Development is coming out in the field of improved reeling and spinning devices it has to be popularized in the field by utilizing the CSB's infrastructure in the field with inputs.

iv) Organizing exhibitions in major cities like Chennai, Kolkata, Champa, Bhandara, Bhagalpur, Chandigarh etc., and sponsoring manufacturers to participate in the events:

For creating awareness in the public on Vanya silks during Xth Plan period CSB organized Vanya Silk exhibitions in major cities like Hyderabad, New Delhi, Mumbai and Bhubaneshwar and helped the manufacturers to participate in the events with a nominal charge. In X1th plan also CSB proposed to organize the same type of events in the other cities.

v) Preparation of Directory for Vanya silk manufacturers, traders, retailers and exporters, documentation and display of exclusive Vanya Silk products, packaging labeling and presentation of Vanya silk products, creation of e-marketing website for Vanya silks, facilitating participation of producers in major marketing events, fairs, expos in the country and abroad, Product Development & Diversification of Vanya silks and branding of Vanya silks.

#### 10. Component-wise physical and financial targets:

Sl. No.	Component	Physical target (unit)	Unit cost	Financing Pattern			
				(Rs. in crores)			
				CSB share	State share	Benef. Share/ Credit	Total cost
1	Vanya Silks Exhibition-cum- Buyers-Sellers Meets	6	0.10	0.60	0.00	0.00	0.60

2	Vanya Silk Shoppees	2	0.05	0.10	0.00	0.00	0.10
3	Collaborative Projects with other Institutes	1	0.10	0.10	0.00	0.00	0.10
4	Directory for Vanya silk producers, documentation of Vanya silk products, packaging labeling, e-marketing, participation in fairs, product development, etc.	Demand dependent	-	0.20	0.00	0.00	0.20
<b>Total</b>				<b>1.00</b>	<b>0.00</b>	<b>0.00</b>	<b>1.00</b>

## 11. Targets- Physical & financial (year-wise phasing):

### a) Physical

Sl. No	Components	Unit	year-wise phasing					Total for 11 <sup>th</sup> Plan
			2007-08	2008-09	2009-10	2010-11	2011-12	
1	Vanya Silks Exhibition-cum-Buyers-Sellers Meets		0	2	2	2	0	6
2	Vanya Silk Shoppees.		0	1	1	0	0	2
3	Collaborative Projects with other Institutes		1	0	0	0	0	1
4	Directory for Vanya silk producers, documentation of Vanya silk products, packaging labeling, e-marketing, participation in fairs, product development, etc.	Demand Dependent – Not quantifiable						

### (b).Financial: (Central Silk Board share)

(Rs. in Crores)

Sl. No.	Components	Unit Cost (Rs)	year-wise phasing					Total for 11 <sup>th</sup> Plan
			2007-08	2008-09	2009-10	2010-11	2011-12	

1.	Vanya Silks Exhibition-cum- Buyers-Sellers Meets and participating in market events inside the country and overseas	0.10 per exhibition	0.00	0.20	0.20	0.20	0.00	0.60
2.	Vanya Silk Shoppees	0.05	0.00	0.05	0.05	0.00	0.00	0.10
3.	Collaborative Projects with other Institutes	0.10	0.10	0.00	0.00	0.00	0.00	0.10
4.	Directory for Vanya silk producers, documentation of Vanya silk products, packaging labeling, e-marketing, participation in fairs, product development, etc.	-	0.00	0.05	0.05	0.05	0.05	0.20
<b>Total</b>			<b>0.10</b>	<b>0.30</b>	<b>0.30</b>	<b>0.25</b>	<b>0.05</b>	<b>1.00</b>

\* Tentative budget for maintenance of shoppees

**12. Share of North – East:** 40% of the scheme cost amounting to Rs.0.40 crore.

**13. Implementation guidelines / Operational modalities:**

Vanya Market Promotion Cell (VSMPC) established at CSB head quarters will closely monitor implementation of the scheme under the guidance of the Advisory Committee of VSMPC constituted to advice on the actual modalities of functioning of the cell.

**14. Outcome of the Package:**

Overall development of Vanya Silk and creating domestic and overseas market.

**15. Monitoring and evaluation:**

Performance of the scheme will be reviewed periodically by the Advisory Committee constituted for the purpose which will also be guiding the cell in achieving the objectives of the VSMPC.



**1. Title of the Scheme / Component : Enterprise Promotion & Training**

**2. Continuation or New :** Continuation under CDP

**3. Broad Objectives :**

To promote entrepreneurship and empower the industry stakeholders & partners and the officials representing CSB / State Dept. & all other agencies involved in the development of Sericulture, in different segments of Sericulture and Silk by sharing relevant information and knowledge, upgrading the desired / required skills, refining various concepts, processes and technologies through a variety of training programmes.



**4. Categories of beneficiaries :**

i) Prospective & Existing entrepreneurs

ii) NGOs/Bankers/other Devp.Agencies

iii) Extn.agents/Trainers/State/CSB officials

**5. States Covered :** All Sericulture Practicing States

**6. General Funding Pattern :** CSB will incur entire expenditure (100%)

**7. Background and broad description of the scheme:**

Growth of an organization or an Industry has a direct correlation with their ability to learn and adapt to the emerging new concepts and changes happening all around, on a continuous basis, else, as they say, it would only 'grow old' and not 'grow up'. Following this concept, extensive efforts were made during the X Plan period to empower and educate the various industry stakeholders, existing and potential entrepreneurs, extension agents and other support staff through a variety of training programmes, exposure visits and skill enhancement initiatives. This had very encouraging and visible impact in the X Plan. It is thus planned to continue this vital endeavour during the XI Plan period as well. Under this Scheme, specific, need-based training programmes focusing on Sericulture concepts & technologies, business acumen, desired hard & soft skills would be organized in identified Seri-Clusters, potential silk hubs of both Traditional & Non-traditional States. The following programmes would be continued with desired modifications both in content & approach for better impact.

i) **Entrepreneurship Development Programme (EDP)-** Package training for venturing into Seri-Business. The training inputs include – technical inputs with practical exposure,

Motivational & psychological inputs, simple financial management, Business Plan preparation & project evaluation techniques, market survey techniques & market intelligence Eligibility: Any Existing & potential entrepreneurs

**ii) Resource Development Programme/Trainers Training Programme (RDP/TTP)-** Aims to develop a group of resource persons with all the desired competencies and sericulture skills for imparting second level training (farmers/beneficiaries) and successfully implementing sericulture developmental project. Eligibility: Project implementing officials from States, NGOs & CSB.

**iii) Technology Up-gradation Programme (TUP)-** Demonstration of modern technology pertaining to different activities of silk production chain Eligibility: All farmers/stakeholders associated with sericulture & silk industry.

**iv) Bankers Training/ Sensitization Programme (BTP)-** Bankers sensitization and updating their Sericulture knowledge/information by providing inputs on latest cocoon and raw silk production technologies and introduction to various bankable Sericulture-Business options Eligibility: Bankers & bank Managers.

**v) Management Development (MDP) –** Meant basically for enhancing technical/general/motivational levels of the participants and also for introducing new developments in the field of Science & technology and other functional areas. Eligibility: In-house & State Govt. Officials & others.

**vi) Competence Enhancement Programmes (CEP) -** Refresher course for updating technical knowledge and office management tools for increasing work efficiency Eligibility: CSB's in-house participants.

## **8. Training Segments/Categories:**

All the envisaged training programmes can be categorized under following heads

- a) Process & Technology based Programmes - TUPs, Tech. Trg.
- b) Entrepreneurship Development Programmes - EDPs
- c) Developmental Project based Programmes – RDPs/TTPs
- d) Other Miscellaneous Mgt Development Training Programmes – BTPs, MDPs, CEPs, others

**9. Operational/Implementation Modalities:**

The envisaged training programmes would be 100% funded from GOI/CSB and would be developed, designed and conducted by a group of accredited and professional trainers from the Corporate & Enterprise Development Cell (C&ED - an ISO 9001:2000 quality certified training wing of CSB) in association with State Sericulture/Textiles/Industries/Handloom Departments and other renowned trainers and training consultants/agencies. These training programmes would be carefully planned, designed and executed in relevant silk clusters, locations adopting appropriate training mode/approach (conventional, peripatetic, one-to-one etc) depending on the target groups.

**10. Physical & Financial targets for XI Plan:**

**PHYSICAL:**

Sl. No.	Training Programs	2007-08	2008-09	2009-10	2010-11	2011-12	Total	Distribution		
								Gen	+	NE Region
1	TUP	2	2	3	3	3	13	11	+	02
2	EDP	0	2	2	2	2	08	06	+	02
3	RDP/TTP	1	3	3	3	3	13	10	+	03
4	BTP	0	1	0	1	0	02	01	+	01
5	CET	3	2	3	2	2	12	10	+	02
6	MDP	2	5	5	5	5	22	19	+	03
7	Survey/study Trg.Seminar	0	2	2	2	2	08	07	+	01
	<b>TOTAL</b>	<b>8</b>	<b>17</b>	<b>18</b>	<b>18</b>	<b>17</b>	<b>78</b>	<b>64</b>	<b>+</b>	<b>14</b>

**FINANCIAL: (CSB's share)****Rs. in lakhs**

Sl. No.	Training Programs	Unit cost	2007-08	2008-09	2009-10	2010-11	2011-12	Total	Distribution		
									Gen	+	NE Region
1	TUP	0.50	1.00	1.00	1.50	1.50	1.50	6.50	5.50	+	1.00
2	EDP	1.70	-	3.40	3.40	3.40	3.40	13.60	10.20	+	3.40
3	RDP/TTP	3.50	3.50	10.50	10.50	10.50	10.50	45.50	35.00	+	10.50
4	BTP	1.30	-	1.30	-	1.30	-	2.60	1.30	+	1.30
5	CET	1.40	4.20	2.80	4.20	2.80	2.80	16.80	14.00	+	2.80
6	MDP	0.50	1.00	2.50	2.50	2.50	2.50	11.00	9.50	+	1.50
7	Survey/study Trg. Sem.	0.50	-	1.00	1.00	1.00	1.00	4.00	3.50	+	0.50
	<b>TOTAL</b>	<b>(Lakh)</b>	<b>9.70</b>	<b>22.50</b>	<b>23.10</b>	<b>23.00</b>	<b>21.70</b>	<b>100.00</b>	<b>79.00</b>	<b>+</b>	<b>21.00</b>
		<b>(Crore)</b>	<b>0.097</b>	<b>0.225</b>	<b>0.231</b>	<b>0.230</b>	<b>0.217</b>	<b>1.00</b>	<b>0.790</b>	<b>+</b>	<b>0.210</b>

**11. NE Component:**

A total of 14 nos. of training programmes have been planned exclusively for NE region with a budget estimate of Rs.21.00 Lakhs out of a total budget of Rs.100.00 Lakhs (which works out to be about 21% of the total allocation).

**12. Expected Output:**

A host of training programmes planned for the XI plan, is expected to bring about a lot of positive change, tangible and intangible benefits to the participants, industry stakeholders, entrepreneurs, extension agents and all others. The training programmes, not only enhance confidence levels, build capacities and ensure development of skills but also motivate & enthuse the individuals and influence their attitudes for the overall development and growth of the Silk industry. The approximate category-wise individuals expected to be covered during the Plan period is as follows –

- i) A total of around 750 farmers/reelers/dyers/weavers/extension agents would be exposed to new technologies/ processes through Technology based training programmes

ii) An expected 200 existing and potential entrepreneurs would be trained in Seri-Business options through Entrepreneurship Development Programmes

iii) Through 22 RDPs/TTPs to be conducted during the XI Plan, around 400 Stakeholders, extension agents, members of project implementation teams would be helped/covered.

iv) Further, with the help of other training programmes as expected more than 500 individuals (bankers, exporters, entrepreneurs, Department of Sericulture officials from different States, CSB employees representing all hierarchy levels) would be covered

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**1. Title of the Scheme / Component :**

## **Beneficiaries Empowerment Programmes and seri-related exposure visit**

**2. Continuation or New :** Continuation with modification under CDP

**3. Broad Objectives :**

To empower the industry stakeholders & partners and the officials representing CSB / State Dept. & all other agencies involved in the development of Sericulture by exposing them to the different fields where the latest technologies are being practiced.

**4. Categories of beneficiaries :**

i) Existing entrepreneurs in the Pre-cocoon sector (Farmers / Rearers, LSPs ) and Post cocoon sector (Reelers, Twisters, Weavers, Dyers / Printers)

ii) Extn. agents/Trainers/State/CSB officials

**5. States Covered :** All Sericulture Practicing States

**6. General Funding Pattern :** CSB will incur entire expenditure (100%)

**7. Background and broad description of the scheme:**

Growth of an organization or an Industry has a direct correlation with their ability to learn and adapt to the emerging new concepts and changes happening all around, on a continuous basis, else, as they say, it would only 'grow old' and not 'grow up'. Following this concept, extensive efforts were made during the X Plan period to empower and educate the various industry stakeholders, existing and potential entrepreneurs, extension agents and other support staff through exposure visits and skill enhancement initiatives.

## **8. Training Segments/Categories:**

The envisaged training programmes can be categorized under following heads –

### **a) Beneficiary Training/farmers Training programme**

Specialized skill development / enhancement focused training programmes for farmers / rearers, artisans, entrepreneurs & supervisors both through peripatetic and conventional modes.

### **b) Exposure visits for Elite farmers & Seri-Trainers/extension agents**

Visit to the different sericulture clusters /establishments /Research Institutes to have an exposure to the latest know how of the field.

## **9. Operational/Implementation Modalities:**

The envisaged training and Exposure visit programmes would be 100% funded from GOI/CSB and would be developed, designed and conducted by a group of accredited and professional trainers from the Corporate & Enterprise Development Cell (C&ED - an ISO 9001:2000 quality certified training wing of CSB) in association with State Sericulture / Textiles / Industries / Handloom Departments. The exposure visit for Seri-farmers, artisans, entrepreneurs and DOS / CSB officers /officials to well-known Sericulture clusters /establishments /Research Institutes in India and abroad would be arranged in association with State Sericulture Departments for better understanding of Sericulture techniques & processes and deeper belief in Seri-business ventures. Farmers / Beneficiary Training Programmes would be organised through the State Sericulture Departments / CSB and necessary funds for the programme will be released by CSB.

## **10. Physical & Financial targets for XI Plan:**

#	Training progs		2007-08	2008-09	2009-10	2010-11	2011-12	TOTAL
1	Training conducted by CSB/ States for farmers/beneficiaries, NGO, SHG etc & Seri Exposure visits (unit cost Rs.5000/person)	Physical (Nos.)	50	750	1000	1175	1365	4340
		Financial (Rs. In Crore)	0.03	0.38	0.50	0.59	0.68	2.17

The Break up of the budget is given in Annexure – ‘A’

#### 11. NE Component:

Out of a budget of Rs.2.17 crores at least Rs.0.50 crore has been allocated for NE for farmers/beneficiaries training and exposure visits.

#### 12. Expected Output:

The envisaged skill up gradation and exposure visit programmes are expected to bring about a lot of positive change, tangible and intangible benefits to the participants, industry stakeholders, entrepreneurs, extension agents and all others. The training programmes, not only enhance confidence levels, build capacities and ensure development of skills but also motivate & enthuse the individuals and influence their attitudes for the overall development and growth of the Silk industry. It is expected to empower/cover at least 10,000 farmers/beneficiaries, sericulturists, stakeholders & extension agents in all the sericulture States for training and exposure visits during the Plan period.

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### Annexure - A



**BENEFICIARY EMPOWERMENT PROGRAMME**  
[ 2007-08 to 2011-12 ]

Budget Break up

<b>A.</b>	<b>1 Raw material (Trg.) expenses [ OPTIONAL ]</b> [ The cost of cocoon, yarn etc. ]	<b>1,750.00</b>
	<b>2 Stipend to farmers</b> [@ Rs.50/- per day per person for 15 days] [ In case the programme duration is more than 15 days, provision will be increased accordingly to a max. of Rs.1500/- per person programme ]	<b>750.00</b>
	<b>3 Other miscellaneous heads</b> [working lunch / tea/snacks /local transportation / sundry expenses]	<b>500.00</b>
	<b>Sub Total (A)</b>	<b>3,000.00</b>
<b>B.</b>	<b>4 Exposure visit for selected progressive farmers (OPTIONAL)</b> [ Sleeper class train / Govt. bus fare (to & fro), Dormitory accommodation, DA @ Rs.150.00 per person/day & Escort expenses ]	<b>2,000.00</b>
	<b>Sub Total (B)</b>	<b>2,000.00</b>
	<b>GRAND TOTAL (A + B)</b>	<b>5,000.00</b>

**Note**

- \* The training may be conducted in different fields of pre & post cocoon sector
- \* The budget requirement varies in different programme depending upon the structure and duration
- \* The figures indicated above is tentative and can be modified based on the given unit cost
- \* In case there is no Exposure visit for a particular programme, the fund allotted for Part 'B' can be utilized for Part 'A' for more number of persons

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**1. Broad Title** **Publicity for Sericulture Sector**

**2. Continuation / new** Continuation with modification

**3. Broad Objectives**

- i. To ensure dissemination of technologies developed by CSB's Research Institutes for enhancing quality, quantity and productivity of silk produced in the country.
- ii. To keep the Technical and Extension Staff of CSB & Departments of Sericulture in various states abreast with the new packages of practices of mulberry cultivation and silkworm rearing.
- iii. To support the expansion of mulberry and non-mulberry silk production activities in traditional states and potential areas in non-traditional states particularly in North, North-West and North-eastern states of the country, through audio-visuals, publications and periodicals, extension literature, exhibitions, buyer-seller meets, awareness programmes, workshops, seminars etc.
- iv. To extend support for market and generic promotion of silk products from India through intensive publicity campaign both at National and International level.

**4. Categories of beneficiaries & targeted extent coverage :**

All the stakeholders of sericulture and silk industry – farmers, rearers, reelers, weavers, silk traders, exporters etc. - Target is demand dependent.

**5. States covered**

All traditional & non-traditional states involved in production & processing of silk products in the country - Karnataka, Andhra Pradesh, Tamil Nadu, West Bengal, Jammu & Kashmir, Himachal Pradesh, Uttarakhand, Uttar Pradesh, Punjab, Maharashtra, Orissa, Kerala, Assam, Arunachal Pradesh, Chattisgarh, Madhya Pradesh, Manipur, Meghalaya, Mizoram, Jharkhand, Nagaland, Orissa, Sikkim and Tripura.

## **6 . General funding pattern**

- i. 100% assistance by the CSB for advertising in press and electronic media, participation/organizing exhibitions and trade fairs, multi-media campaigns, and press and media related activities **and publication.**
- ii. Assistance by the CSB to states for printing and supply of publications, production of audio-visual publicity materials, awareness programmes, workshops, seminars, etc. (50:50 for General Category States and 90:10 for Special Status States by CSB and States respectively).

## **7. Brief Description :**

Sericulture has been promoted as an agro-based, labour intensive and rural- oriented cottage industry in the country, providing gainful employment mainly to the weaker and marginalized sections of the society. It is a highly remunerative occupation requiring little capital investment. Employment and income generation are primarily among disadvantageous groups, *i.e.*, women, SCs, STs and minorities. The silk handloom sector, which is a vulnerable sector, provides employment opportunities to the entire household even in the most remote places and rural areas. It also supports a large number of auxiliary industries in the rural neighbourhoods providing remunerative employment and entrepreneurial opportunities. The employment under the silk sector which was around 56.00 lakh persons during the year 2002-03, has increased to **60.03** lakhs persons during the year **2006-07**, registering a grown of around **7.20** %.

The increasing expansion of the sericulture industry, introduction of new technologies and gadgets, and changing equations of silk trade necessitate adoption of new tools of communication for better reach to the industry. Matching this, it is proposed to give a new thrust to the on-going publicity programmes, making use of the latest tools of multi-media campaigning and information technology, to meet the multi-disciplinary needs of sericulture extension in order to ensure effective transfer of technologies to the field and also to promote sericulture and silk industry. As such, the publicity activities have to be strengthened and increased during the XI Plan period.

## **8. Components under the packages:**

- (a) Printing / supply of publications, Awareness Programmes, Seminars, Workshops etc.,
- (b) Production of audio-visual publicity materials

- (c) Advertising in press and electronic media
- (d) Participation/organizing exhibitions and trade fairs
- (e) Organizing multi-media campaigns
- (f) Press & media relation activities

#### **9. Component-wise objectives and discussions:**

**(a) Printing/supply of publications:** In order to ensure regular dissemination of updated information on Sericulture R&D, new technologies, events etc. and to update the knowledge of the technical and extension staff of DOSs for improving their efficiency, it is proposed to provide 50% assistance by the CSB to states for printing and supply of booklets, pamphlets, brochures etc. to the farmers besides conducting awareness programmes, seminars, workshops etc. The states have to contribute the balance 50% of the cost.

The tie-up with the State DOSs for direct supply of the Indian Silk magazine of CSB to the extension and technical personnel introduced in the 10<sup>th</sup> Plan under CDP will further be strengthened to keep them updated about the latest developments of the industry, as the feedback from the states has been encouraging and the contents of the magazine proved to be useful to the technical and extension network of the state DOSs.

**(b) Production of audio-visual publicity materials:** The Central Silk Board will produce need-based and subject oriented audio-visual aids like, films, VCDs and DVDs in English and vernacular languages based on the requests from States to support the extension and field level staff in propagation of the new technologies. It would also ensure tie-ups with state DOSs in this regard, to ensure wider reach of these films right up to taluk/village levels for effective reach of Research and Development benefits to the stakeholders. While 50% cost will be met by the CSB, balance 50% of the cost will be met by the states.

**(c) Advertising in press and electronic media:** It is proposed to organize massive Press & Media Publicity Programmes about the on-going developmental schemes and projects. This will ensure the stakeholders to involve themselves in these programmes, and also help to enhance production and productivity of silk. Besides, it will also help to promote the silk industry both at national and international levels.

**(d) Organizing and participation in trade fairs, expos and exhibitions:** It is proposed to promote the Indian Silk through organization of exclusive silk Expos and Trade Fairs across the country and abroad through the following activities:

- Participation in state, national and international level silk and textile trade fairs and exhibitions.
- Organizing exclusive exhibitions to promote Vanya silk products such as eri, tasar and muga.
- Conducting technological exhibitions in taluk, district and state levels to promote the technologies particularly in the cluster areas.
- Participation in district and state level exhibitions conducted by other development agencies.

**(e) Organizing multi-media campaigns:** It is proposed to organize multi-media campaigns in association with the Department of Sericulture, Field Publicity, Non-governmental Organizations, District Development Agencies, Cluster Area In-charges to promote sericulture activities in various clusters. The services from AIR, Doordarshan, Field Publicity, Press & Media, and DAVP will be availed for conducting the Multi-media campaign. During the Multi-media campaign, Field level exhibitions, Workshops, Women Sericulturists Meets will be conducted.

*Press and media relation activities :* It is proposed to organize press and media relations activities in a big way during the Plan period. Press Conferences/ Press Meets/ Press Tours will be organized regularly. It is also proposed to co-ordinate with State National and International level news agencies to give wider publicity about the sericulture and silk industry.

*Publicity support for development of sericulture in North-Eastern Region:* North-Eastern Region comprises of eight States viz., Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and Sikkim. All the varieties of silk viz., mulberry, oak tasar, eri and muga are produced in the region. Sericulture is practiced in this region mainly by tribal and women. To provide extension publicity support for development of sericulture in the North-Eastern Region, it is proposed to organize the extension communication, publicity and marketing promotional activities in a big way. Regional specific publicity materials will be provided to the cluster areas.

## **10. Component-wise physical and financial targets**

Sl. No.	Component	Physical target (unit)	Financial pattern			
			(Rs. in Lakhs)			
			CSB Share	State Share	Benef. Share/ Credit	Total Cost
1.	Publications #	Demand dependent	150.00	150.00	-	300.00
2.	A/V Pub Materials	Demand dependent	100.00	100.00	-	200.00
3.	Exhibitions & Trade Fairs	Demand dependent	50.00*	-	-	50.00*
4.	Press & Media Relations	Demand dependent	25.00*	-	-	25.00*
5.	Advertising & Multi-media Campaign	Demand dependent	75.00*	-	-	75.00*
Total			400.00	250.00		650.00

# Includes supply of Indian Silk magazine of CSB to states;

\* 100% contribution by the Central Silk Board

#### 11. Targets – Physical & financial (Year-wise phasing):

##### (a) Physical:

Sl. No.	Component	Physical target (unit)	Financial pattern			
			(Rs. in Lakhs)			
			CSB Share	State Share	Benef. Share/ Credit	Total Cost
1.	Publications #	Demand dependent	150.00	150.00	-	300.00
2.	A/V Pub Materials	Demand dependent	100.00	100.00	-	200.00
3.	Exhibitions & Trade Fairs	Demand dependent	50.00*	-	-	50.00*
4.	Press & Media Relations	Demand dependent	25.00*	-	-	25.00*
5.	Advertising & Multi-media Campaign	Demand dependent	75.00*	-	-	75.00*
Total			400.00	250.00		650.00

**(b) Financial (CSB Share):**

Sl. No.	Component	Year-wise Phasing (in lakhs)					Total for XI Plan
		2007-08	2008-09	2009- 10	2010-11	2011-12	
1	Publications (#)	15	35	40	30	30	150
2	A/V Pub	0	30	30	20	20	100
3	Exhibitions & Fairs	0	10	15	15	10	50
4	Press & Media Relations	0	5	7.5	7.5	5	25
5	Advertising & Multi Media Campaigns	0	15	25	20	15	75
Total Rs.							400

*(#) includes supply of Indian Silk magazine of CSB to states*

**12. Share for the North-East - 10 % i.e., 40.00 lakhs**

**13. Implementation / Operational guidelines**

- The proposals recommended by the state PMC for printing of publications like brochures, pamphlets, and book lets etc., and for organizing awareness programmes, Seminars, Workshops, will be scrutinized by the Apex Monitoring Committee (AMC) for release of funds.
- The Central Silk Board's Publicity Division in consultation with CSB's Research Institutes and Department of Sericulture in various States.
- The Central Silk Board's Publicity Division in consultation with the Silk Section of the Ministry of Textiles, Government of India will organize the Press Publicity Campaign.
- Press Conferences and Press Tours will be organized in consultation with CSB Research Institutes and PIB Units located in different parts of the Country.
- Publicity for Trade Fairs, Silk Expos and Exhibitions will be conducted in consultation with the officials concerned.
- Multi-media campaign will be conducted in consultation with Cluster Area In-charges, Department of Sericulture in various States, Directorate of Field Publicity and District Level Development Agencies.

#### 14. Outcome of the package

- Creating massive awareness among the public about the economic viability of sericulture activities;
- Enhancing production, productivity in silk sector;
- Enhancing employment opportunities in the rural areas, and
- Strengthening market promotion of Indian silk products.

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#### 1. Title of the scheme:

**Assistance towards Studies/ Consultancies/ surveys/ supervision, monitoring & evaluation of developmental Projects /Schemes etc.**

**2. Continuation/ New:                      New Scheme (under CDP)**

#### 3. Background of the Scheme:

The Central Silk Board has been implementing various sericulture development Programmes in the country co-ordination with the State Sericulture Departments. This mainly includes Catalytic Development Programme (CDP), Special Projects such as Cluster Development Projects, Special SGSY, Micro-Projects, NGO Projects etc., While implementing different schemes / developmental projects, the States Sericulture departments/ the implementing agencies may encounter many unique problems related to the silk industry. In order to identify the reasons and address these problems, studies/ surveys may be required to be conducted to gather information on ground realities. Sometimes, the task is found so unique and important that the same may not be possible to attend by the State Sericulture Deptts, as well as CSB due to many reasons, and warrants engaging of specialized consultants.

It is therefore, proposed to allocate funds to support for conducting survey, studies, consultancies to deal with specific problems/components/activities related to the development of silk industry in the country. The modalities of the study (ies) are issue based / situation based. The funds will also be earmarked for monitoring Evaluation of developmental Projects / schemes.

Programmes like CDP / SGSY and other developmental Projects etc., have received the attention of all States as they are playing an important role in the development of sericulture in the areas of technology up-gradation, quality improvement, productivity improvement,



employment generation etc. These programmes will be continued in the XI Plan on larger scale with higher magnitude to achieve the aims and goals set for the XI Plan.

It is felt necessary to focus on the, Monitoring and Evaluation mechanism for the Developmental Programmes in a systematic way for the successful implementation of the Programme. M/s TERI in their study report on the evaluation of CDP and SGSY programmes during X Plan emphasized the need for streamlining and strengthening of monitoring and evaluation mechanism by CSB. Further, in the work-shops to draft the XI Plan schemes held at various places, groups have recommended a 'Multi-tier 'Monitoring System.

In so far as Monitoring / Evaluation of implementation of various components under CDP during XI Plan is concerned, two committees namely, Apex Monitoring committee headed by Member Secretary, CSB and State level project Monitoring committee under the Chairmanship of Commissioner / Director of Sericulture have been constituted. This will also ensure better utilization of funds.

#### **Evaluation::**

Ø A Mid-term evaluation will be done to suggest mid-course correction / modification, if any necessary based on field realities for the plan period.

Ø The final evaluation of the programme / components will be done at the end of XI Plan by an external agency.

Ø An in-house Project Appraisal Committee will be constituted for scrutiny of the proposals.

Ø The progress review will be based on physical indicators and recommended guidelines.

For this purpose necessary provision earmarked for effective and regular supervision, Monitoring & Evaluation of developmental Projects /Schemes etc. shall be utilized.

#### **4. Broad objectives of the Scheme:**

Ø Address specific subject/ problems/ activity of silk industry through conducting specific studies / surveys/ consultancies for collecting basic information / data in the field,

Ø Supervision of field activities and Monitoring for effective implementation of Projects / schemes by the Field Level Monitoring Group and review by the Project Monitoring Committee.

Ø In house yearly Evaluation by the Project Monitoring Committee and

Ø Mid term appraisal for Mid-course correction / suggestions, if any. Final evaluation to assess the impact of the projects / schemes by an external evaluation.

#### **5. Categories of beneficiaries & targeted extent coverage**

The assistance will be extended to the implementing agencies for studies & surveys. The Monitoring and Evaluation of the various developmental programmes / projects etc., will be done by CSB. Categorization of the beneficiaries is not possible.

#### **6. States covered: All Sericulture Regions in the country would be covered.**

#### **7. General Funding pattern: 100% Central share.**

#### **8. Components under the scheme**

Ø Support for conducting studies / surveys/ consultancies for collecting basic information / data from the field on a specific subject/ problems/ activity of silk industry.

The aim of the component is to enable States / implementing agencies to under take the Studies / surveys / consultancies in the areas in which they wish to investigate.

Ø Regular supervision of field activities and Monitoring of progress for effective implementation of Projects / schemes.

In the XI Plan M&E has been given major thrust and will be necessary for proper implementation of Projects / Programmes. It is proposed to undertake the regular supervision / Monitoring of the programmes through the Regional Offices / Regional Development Offices and by the Field Level Monitoring Groups.. In addition to the above, a random check on the reports received from the implementing agency will be carried out periodically.

Ø In house yearly Evaluation by CSB

To ensure timely execution of the programmes / Projects and also to make impact assessment, it is proposed to conduct the in-house yearly Evaluation by the Monitoring Committee / study Teams through field visits.

Ø Assessment of progress and impact of the Projects / Schemes on the development of silk industry through Mid term and Final Evaluation by an external agency.

Study to the external agency would be entrusted to focus mainly on the effectiveness of the projects / Programmes implemented by the State / CSB units and identify the constraints/bottlenecks in the implementation process, besides assessing the actual benefits accrued to the stakeholders in the field.

## 9. Component –wise Physical & Financial Targets

## 10. Target – Physical & Financial (Year-wise phasing)

[ Rs in crores)

Assistance to States/ Agencies towards Studies/ Consultancies/surveys/ supervision, monitoring &	Year-wise phasing					
	2007-	2008-	2009-	2010-	2011-	Total

evaluation of developmental Projects /Schemes etc	08	09	10	11	12	
Physical	demand based					
Financial	0.75	1.00	0.50	0.50	0.25	3.00

**11. Share for North East:** It is proposed to allocate a minimum of 10% of the component to the North East region.

**12. Implementation / Operational modalities.**

- Implementing agency / State shall submit the proposal to CSB indicating the area they wish to under take the studies / Surveys / consultancies, with justification.
- CSB would verify the agencies with credentials, the modalities and design of the study / surveys.etc, for undertaking study.
- Cluster –Wise / District-wise Field Level Monitoring Group shall be constituted.
- Technical Evaluation will be conducted each year by the internal committee by taking the in puts of the monitoring report.
- CSB through the news paper advertisement [“Expression of Interest”] shall identify the agency to conduct the Final Evaluation of the Projects / Programmes.

**13. Programme Output:**

- Ø Co-ordinated efforts for development of silk industry in a given area,
- Ø Implementation of development schemes on a “Project Mode” with cluster approach.
- Ø Transparency in flow of input assistance to the beneficiaries,
- Ø Identification of specific problems and activities of silk industry.
- Ø Development of holistic strategies for problematic issues,
- Ø Conceive need based schemes,
- Ø Identify potential areas of intervention.
- Ø Effective supervision and monitoring of field activities/ components under Projects / schemes.

- Ø Feedback on performance of different Projects / Programmes in the field.
- Ø Opportunity for mid course correction.

#### **14. Monitoring and Evaluation:**

- Ø CSB and DoSs will closely monitor the implementation of the survey, studies/consultancies and will verify the activities undertaken by the consultants.
- Ø For monitoring implementation of the Projects, a Project Monitoring Committee (PMC) has already been constituted.

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#### **1. Title of the scheme:**

**Assistance to NGOs/SHGs & Agencies other than CSB & State for meeting administrative expenditure towards Project implementation**

**2. Continuation/ New: Continuation with modification (under CDP)**

#### **3. Background of the Scheme:**

Catalytic Development Programme (CDP) is a major developmental programme implemented by the Board in collaboration with the Sericulture Departments of various States. Under CDP, Central Share of funds is released to the stakeholders through the concerned State Government. The NGOs/ SHGs/ Agencies other than CSB & States also play an important role as Cluster Development Agents (CDA). A bonafide NGO can constantly coordinate with all the development agencies, organize farmers into self help groups (SHGs), develop network among different SHGs and organize Cluster Level Association (CLAs) for effective coordination. NGOs can also effectively organize the farmers for activities like technology absorption, narrowing the gap between lab and land, acting as trouble shooters at the field level at proper time where Department of Sericulture (DOS)/Central Silk Board can not implement the Schemes for want of extension network or manpower.

Special SGSY Project for sericulture development implemented by the Central Silk Board in Bihar and Jharkhand by involving NGOs like PRADAAN and many other NGOs like; Shramik Bharti in Uttar Pradesh, Appropriate Technology, India & GKVS, Haldwani in Uttarakhand etc. have shown good results during X Plan. Success of development programme/ Projects through NGO has proved the need for the involvement of reputed bonafide NGOs for sericulture development in XI Plan. It is therefore, proposed to provide direct funding support to the reputed and creditable NGOs/ SHG/Agencies, mainly in the States/Areas where DOS & Central Silk Board can not implement the Schemes for want of extension network or manpower, to take up sericulture development in the Project mode through cluster approach by availing the

CDP funds and also providing financial assistance for administration & implementation of such Projects to NGOs/SHGs/ Agencies.

#### **4. Broad objectives of the Scheme:**

- Organization of beneficiaries into SHGs, women groups etc.
- Organize Cluster Level Association & Cluster Management,
- Motivate and encourage SC / STs, small entrepreneurs and women's participation in sericulture.
- Popularization of Self-employment linked schemes in Sericulture.
- Demonstration and popularization of improved technology packages on cocoon production and processing,
- Quality up-gradation & Productivity improvement through input support and equipments to the beneficiaries.
- Organization of backward and forward linkages for Silkworm seed, cocoon & raw silk processing and marketing of silk products.
- Managerial inputs towards group dynamics, self reliance, management of assets, empowerment of poor & marginal farmers & entrepreneurs, enlargement of decision making role etc. &
- Investment generation through Credit facilitation, etc.

#### **5. Categories of NGOs/ SHG/ Agencies & targeted extent coverage**

Only those NGOs/ SHGs/ Agencies, having properly constituted Managing Body with its powers, duties and responsibilities clearly defined and laid down in a written Memorandum of Constitution/Bye-laws and duly registered with the competent authority at least for last five years and audited for the last three successive years, and also have requisite technical competency / experience (at least 3 years) in the field of Sericulture/Agriculture/Horticulture or of similar nature will be considered for financial assistance. The financial position of the NGO/ SHG/ Agencies should be sound for the type of Project to be taken up. It should be a non-profit Organization and, should have the facilities, resources, experience and personnel for successful implementation of the proposed Projects. Organizations should have accessibility to the rural poor/tribal areas for undertaking different welfare activities. The organization should not have been blacklisted by any Central Govt./ State Govt. / or any other Body for availing assistance. If the organization is registered under 'Foreign contribution Regulation Act', it should not have been a defaulter under the Act or has been banned for availing further assistance.

The extent of coverage shall be decided across the country depending upon Support systems/infrastructure, forward and backward linkages available for the successful implementation of Sericulture Projects and availability of funds under the Schemes/ Sector.

**6. States covered:** All Sericulture zones with preference to non- traditional sericulture areas/ States.

**7. General Funding pattern:** An administrative cost of 10% of the total Project cost shall be provided as Central share to the NGOs/ SHGs & other Agencies for implementation of Cluster Based Projects.

### **8. Brief Description:**

The involvement of NGOS/SHGs/Agencies in development of silk Industry would be useful to supplement the effort of CSB/ State Sericulture Departments, particularly in organization of the beneficiaries into SHGs, Women groups and networking different SHGs and other Cluster Level Association (CLAs) for effective implementation and coordination of sericulture schemes. NGOs can also effectively demonstrate and transfer technology packages to narrow down the gap between lab and land, bring improvement in quality and productivity of cocoon and silk, establish forward and backward linkages for different activities and credit mobilization to different self employment activities in sericulture. Hence, the participation of NGOs/ SHGs and Agencies during XI Plan is not merely adding on the development effort of CSB/ DOS, but to bring qualitative improvement in technology penetration and building linkages to support self employment of the rural poor, women and village level entrepreneurs.

Through this scheme, it is proposed to take up Cluster Projects based on the status and type of the industry prevalent in the selected zone/ area or region for development of silk industry. The clusters would be of different size- depending on Sector, potentialities, and availability of farmers, entrepreneurs in different regions/ states of the country. Funding of Cluster Projects shall be as packages under CDP schemes & other Govt. schemes.

The NGOs/SHGs/Agency while implementing developmental Projects incur a substantial amount towards implementation, supervision and monitoring of the Project activities. Most of such Organization do not have enough funds for meeting these overheads, and as a matter of fact, in absence of financial support towards administration of Projects, successful implementation of the project activities always remains doubtful. Thus, extending financial support towards administrative cost to NGOs/SHGs/Agency for implementation of the project shall be catalytic in successful implementation of Project.

### **9. Physical & Financial Targets**

Physical targets not quantifiable

An outlay of **Rs.2.00 crores** is earmarked to support NGO/SHG/Agency for providing administrative cost @ 10% of the total Project cost exclusively as Central share for

implementing the Projects. The administrative cost shall be released on pro-rata basis being 10% of the total amount of Project cost considered at a given point of time during the Project period and shall never be more than 10% of the total Project cost.

#### 10. Target – Physical & Financial (Year-wise phasing)

( Rs in crores)

Assistance to NGOs/SHGs & Agencies other than CSB & State for Project implementation	Year-wise phasing					
	2007-08	2008-09	2009-10	2010-11	2011-12	Total
Physical	Demand Dependent					
Financial [CSB share]	0.50	0.50	0.35	0.35	0.30	2.00

**11. Share for North East:** It is estimated to allocate a minimum of 10% of the component to the North East region.

#### 12. Implementation / Operational guidelines of the Projects

The assistance shall be applicable only to those projects which are drawn in a Project Mode for a minimum period of three years and maximum period of five years only and approved by the Project Approval Committee of the concerned State and CSB. The other salient operational guidelines are as follows;

- NGOs seeking financial assistance from CSB are required to submit the proposal in the prescribed format along with Physical targets, depending on the objectives of the Scheme and cost of the Project.
- Financial targets may vary from Project to Project. NGOs should fix the targets in terms of long-term physical parameters as well as parameters like increase in productivity, absorption of new Technologies, increase in Sericulture coverage, increase in profitability of farmers etc.
- The Projects would be sanctioned based on recommendation of the State Department of Sericulture, with proper justification in terms of support systems/infrastructure, forward and backward linkages available for the successful implementation of Sericulture Projects. The Project proposals of the NGOs recommended by the Project Monitoring Committees of States shall be scrutinized by a committee for its technical feasibility and financial viability.
- The CSB will analyze the Project and submit appraisal report. The Project report along-with the appraisal report would be placed before the Project Approval Committee of CSB for consideration and approval based on distributional equity across the country, availability of



funds under the Scheme, importance of subjects of Sericulture/ area where progress is poor because of some critical gaps.

- The Projects will follow the norms prescribed by CSB under various sectors. The funds will be released in installments depending on the duration of the Project. Not more than 10% of the Project Cost would be released as first installment and subsequent installment would be released upon receipt of U/Cs, report from the Field Level Monitoring Group, Expenditure Statement and Progress report.
- CSB/DOS would release funds after ensuring positive recommendations of the concerned Monitoring Committee and also that the proportionate amount of fund is released by other funding agency (In case where assistance is shared by funding agencies other than CSB/DOS also), as per the approved funding pattern.
- The administrative cost shall be released on pro-rata basis being 10% of the total amount of Project activities considered at a given point of time during the Project period and shall never be more than 10% of the total Project cost.
- Once the Project is approved a detailed “ MOU” would be entered between CSB and NGO.

### **13. Programme Output:**

- Organization of beneficiaries into Groups,
- Development of Cluster Level Association (CLAs) for effective coordination,
- Technology awareness and skill development,
- Credit mobilization for self employment activities,
- Entrepreneurship development at various levels/ activities specially in seed and post-cocoon sector,
- Transfer of Technology Package to the beneficiaries for improvement in quality and productivity,
- Building of sustainable forward and backward linkages for various components and activities, like, silkworm seed, cocoon marketing, reeling etc.
- Product development and Market awareness
- Social and professional security,

### **14. Monitoring and Evaluation:**

- CSB and DoSs will closely monitor the implementation of the Projects/Schemes by the NGOs and will physically verify the activities undertaken by the implementing agency, at the time of release of subsequent installments. The NGO will submit progress report on implementation of the Project on quarterly and yearly basis as per the prescribed reporting format.
- For monitoring of the Projects, a **Project Monitoring Committee (PMC)** will be constituted comprising the Officials of CSB, DOS, representatives from related Departments etc. In case of SGSY Projects, a Project Coordination Committee (PCC) comprising of representatives from the Departments of Rural Development, Forests, Cooperatives, Tribal Welfare, Agriculture, Industries will monitor the Projects under the Chairmanship of Joint Secretary (Rural Industries).
- CSB will also undertake overall evaluation of the Scheme across the country, through an independent evaluation agency.

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- 1. Broad title** : **Support services - Cluster development Programme**
- 2. Continuation or New** : Continuation with modification
- 3. Broad objectives** : To enhance cocoon production and productivity (quantitatively and qualitatively) to support the targeted production of raw silk of both mulberry and vanya during XI Plan, through quality upgradation, technology absorption, productivity improvement and income generation.

**4. Categories of beneficiaries & targeted extent coverage:**

Category	Women	Coverage envisaged SC/ST
<b>Sector</b>		
(i) Mulberry	30 %	30 %
(ii) <i>Vanya</i>		
Tasar	30%	75%
Eri	60%	85%
Muga	30%	90%

**5. Seri-zones covered:**

<b>Name of zone</b>	<b>States</b>
<b>North Western Himalaya Region</b>	Himachal Pradesh, Uttarakhand, and J&K
<b>North Eastern India</b>	Sikkim, Assam, Meghalaya, Arunachal Pradesh, Mizoram, Tripura, and Nagaland
<b>Northern &amp; Central India</b>	Uttar Pradesh, Bihar, Jharkhand, Madhya Pradesh, Chhattisgarh, Orissa and Maharashtra
<b>Eastern region</b>	West Bengal
<b>Southern India</b>	Karnataka, Tamil Nadu, Andhra Pradesh and Kerala

**6. General funding pattern:** As per CDP norms (100 % by CSB)

**7. Background:**

Cluster Development Project/Programme aims at technology dispersion in an organized manner among the focused group in an area for sericulture development. This attempt proposes to bring in effective reduction in the gap from lab-to-land. This initiative will enable to demonstrate better/increased economic returns, ensures crop stability and sustenance, Empowering the farmers to form Groups, aims at creating the forward and backward linkages to effectively utilize the produce from the Cluster site. Manageable size of the farmers will ensure the technologists to effectively transfer the messages, provide effective training, incorporate necessary mid-course corrections for better output.

The fund allocated under this programme is exclusively for meeting the unforeseen and abrupt situation arising out of the difficulty in the Project implementation process. To mention a few, CSB may have difficulty in extending support for certain critical inputs in the given location / site, when once the approved programmes are in place. Past experience shows that there was no support for initial maintenance cost of garden, which resulted in fall in survival percentage of the planted area.

While some of the issues have been addressed in the programmes of XI Plan, still there could be certain areas where CSB need to extend / support especially in areas of "Hill Districts", where support for cocoon transportation etc is crucial for sustenance of sericulture.

Another area of concern is to find out the present factors like production, productivity and economics of the Project site and need for undertaking the "Bench mark survey" of the Project district / beneficiaries, through which efforts will be made to improve the status of farmers and there by sericulture becomes a sustained farming activity.

## 8. Brief description:

Cluster based Project implementation is proposed during XI plan. The advantage of this approach is that programme monitoring, its effectiveness and the shortcomings, etc. would be assessed more pragmatically as the results are in a defined area and they, upon achieving success, will be the basis and form REPLICABLE models for either State/Central institutions to intensify the type of efforts demonstrated. This method also brings in awareness among the farmers and Group concept will be giving momentum, besides empowering the stakeholders.

In order to mitigate the limitation(s)/interventions mentioned earlier, the need-based actual funding can be extended out of the allocation of Rs.1.00 crores earmarked under this component during XI Plan period. More importantly the provision will be utilized to narrow down the communication between the stake-holders, NGOs, co-operative Society, Sericulturists, Reelers, Private entrepreneurs and the technology providers /project implementers.

## 9. Component-wise description:

Each Cluster project will aim to cover 250 farmer/acres under mulberry on an average. The size of the coverage in respect of VANYA sector is dependent on the availability of forest/Block plantation, (systematic) and the Tribal population.

Notwithstanding, in each cluster a realistic assessment of Backward and Forward linkages will be provided and market linkage in difficult terrains such as Hill areas, NE region and Western India would be crucial intervention for the success of the programme. The Reeling of silk yarn for quality silk production is another factor to ensure success of the cluster approach.

The components proposed are:-

- a] Package for cocoon sector ] Details are already
- b] Package for post cocoon sector ] mentioned under the
- c] Components under support services ] respective packages
- d] Business development service providers:

In the absence of fresh induction of Technical and Scientific Staff in the CSB, this would affect the proper coordination/service to the Stakeholders in implementation of the envisaged programme, especially in the new areas. To fill this gap, it is proposed to avail the services of the Business Service Providers.

The assistances will be provided for engaging Business Development Service providers who would bridge relations between stakeholders, SHGs, Co-operatives, NGOs, etc. Interact with subject matter specialists, Govt. departments, etc. to fulfill the needs of the Stakeholders.

e] Bench mark survey programme:

As a part of diagnostic study for project preparation, university / college students in the respective area can be involved by paying a fixed remuneration for collecting the information. The enumeration work of beneficiaries in cluster location(s) form crucial, as the validity of this data forms basis to assess the project impact and output, ad-hoc training, methodology of the job on hand will form part of the work area.

F] Assistance for Resham sathi.

For under taking the day to day Extension work for crop inspection, Plantation, cocoon harvesting etc., in the Project area, for Better dissemination of new technology in the field it is proposed to hire the local un employed youths / graduate person from the project area as Resham sathi. These local people will disseminate new technology in the field in local language and farmers also accept them easily. The CSB/DOS would impart initial training to Resham Sathi before they are assigned to work. A mechanism of selecting them would be based on better extension forum.

g] Field Visits of Officers to the Project area:

To guide the beneficiaries / implementing Agencies especially during the planting season, Training, procurement of equipments, Establishment of Chawkie garden/ Chawkie Rearing House etc., by under taking periodical field visits to the project area by the designated Officers for effective and smooth implementation of the Programmes to achieve the set goals. Expenditure on such activities would be met under this programme. This would help in achieving the project output as envisaged under the programme.



fund for regeneration of Traditional industries						
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**11. North-Eastern component :**

The assistance will be extended to cover North Eastern Region also.

**12. Implementation guidelines:**

- Proposed for implementation of 50 Projects jointly by CSB – RECs – BSMTCs , RO/RDOs and DoSs during XI Plan.
- Pre- cocoon Cluster (40 Projects) (Upto Cocoon stage) . Post cocoon Cluster (10 Projects)(Reeling/ Twisting / dyeing, linkage with weaving units).
- Diagnostic /Feasibility Study would be taken and Project Finalization would be done in consultation with the DOS / District Administration etc.,
- Identification of Beneficiaries will be done jointly by CSB / Doss and the component wise Action Plan, Milestones etc., would be drawn.
- The funds from CSB & DoS will be the Routed through the Project Office and will be jointly operated by CSB & DoS.
- Individual profile of every farmer (baseline survey) to be conducted by State while selecting beneficiaries in the cluster (Project area) to identify the inputs requirements etc. This will help in benchmarking the facilities the farmers have and what they need to be supported with under the Package.
- The implementation of the CDP shall be Region-Specific. (different areas are suited for different types of silkworms and different breeds or different practices. The practices may also vary with the terrain. Accordingly, the Clusters should take up implementation of the CDP).
- One beneficiary can avail assistance up to 1 ha. Only based on the unit costs of components under mulberry sector.
- The beneficiaries could be organized into homogenous Self Help Groups (SHGs) of manageable size.
- If the beneficiaries are organized into groups, then the Banks and financial institutions would come forward for providing the Credit,

**13. Output / outcome:**

The output and outcome as indicated under cocoon and post cocoon sector of CDP programme.

## 14. Monitoring and evaluation:

To ensure proper implementation of the packages under different sectors, to achieve the goals and for better utilization of funds, two committees one at CSB Head quarters and other at State level have been constituted for Monitoring and Evaluation of the Catalytic Development Programme.

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### 1. Title of the scheme: **Women Development Components**

#### (A) HEALTH INSURANCE FOR WOMEN WORKERS

##### i. Continuation / New: **New (under Support Services Sector of CDP)**

ii. **Broad objectives of the programme:** The Health Insurance Scheme aims at financially enabling the women workers in private Reeling units and Grainges to access the best of healthcare facilities in the country. The scheme is to cover not only the women workers but her husband and two children, covering all pre-existing diseases as well as and keeping substantial provision for OPD. This would ensure predictable medical support for women workers and her family members on a consistent basis.

##### iii. **Categories of beneficiaries & targeted extent coverage**

Exclusively for women beneficiaries in private Reeling units and Grainages with special emphasis on SC/STs as per the general norms.0

##### iv. **States covered:**

All States. The scheme will be taken up on pilot basis in selected clusters.0

##### v. **General Funding pattern**

i. Contribution of Central Silk Board :Rs.642.47/- year

(Inclusive of service tax @ 12.36%)



ii.	Contribution by State Sericulture Dept.	:Rs. 83.47/-year
iii.	Contribution by the owner of the unit/benef.	:Rs. 55.66/-year
iv.	<b>Total premium</b>	<b>: Rs.781.60 / year</b>

#### **vi. Objectives/description**

Women working in the private grainages and silk reeling units expose themselves to health hazards. It is observed that the women workers get respiratory and skin related diseases. Since these units are in unorganized sectors, the workers do not get any facility for regular health checkups and reimbursement of medical expenses. In order to provide social security measures to women and her family members, it is proposed to cover them under the health insurance scheme so that predictable medical support is extended to them on a consistent basis. An amount of Rs.781.60- per year as premium would be invested for which the Annual coverage limit per family would be Rs.15,000/- that includes OPD and hospital treatment. The scheme would be implemented jointly by State Sericulture Department, CSB and ICICI Lombard. The funding pattern between CSB, State and Owner of the unit/beneficiary is in the ratio of 75:15:10. It is proposed to enroll 29,000 policies up-to a period of 4 years starting from 2008-09. The women enrolled for the first year could be considered for renewal for the subsequent years. The cost of Central Share works out to be Rs.1.86 crores.

#### **vii. Strategy**

Extending social security support for women working in private grainages and reeling units which are prone to many diseases.

#### **viii. Implementation guidelines/operational modalities:**

##### **a) Implementing Agencies**

The Commissioner/Director of Sericulture of the State Govt. will be responsible for implementing the scheme in their respective States.

##### **b) Eligibility.**

Only women working in private grainages and reeling units in selected clusters of identified States are eligible to avail the scheme. The women who have already been covered by any health insurance schemes sponsored by Central/State Govts., NGOs or other agencies are not eligible to be covered under this scheme. The scheme will cover the women worker's family of four i.e. self, spouse and two children. The scheme is to cover people between age group of 1 day to 80 years.

The women workers belonging to government run units are not eligible under the scheme. However, workers of the cooperatives may be covered provided they are not enlisted for similar health insurance schemes sponsored by the govt. It will be the responsibility of the State Director in charge of Sericulture to verify the eligibility of the women workers who are proposed to be benefited in respect of whom the claims are preferred.

**c) Administration**

The State Director in-charge of Sericulture shall finalize insurance coverage of the Women workers in consultation with the ICICI Lombard.

**d) Target Group.**

The scheme will cover the women worker's family of four i.e. self, spouse and two children. The scheme is to cover people between age group of 1 day to 80 years.

**e) The Coverage.**

The ICICI Lombard shall pay/reimburse expenses incurred by the women workers in course of medical treatment availed of in any hospital or nursing home within the country, subject to limits/sub-limits.

**f) Cashless facility.**

The ICICI Lombard shall through its authorized representatives (Third Party Administrator) provide a cashless facility in empanelled hospitals/nursing homes in the concerned States. This would mean that a patient can avail of treatment in any one of the panel hospitals without actually having to pay the bills. In case a patient has to go to a doctor or a clinic, not in the approved list, she can submit the prescription and the vouchers for the medicines to the ICICI

Lombard or its authorized representative (TPA) who will ensure that full payment is made within 7 days after receipt of all the requisite documents and information.

**g) Period.**

The Policy shall be valid for a period of 12 months, from the date of receipt of premium by the insurer.

**h) Benefits**

(in Rs.)

<b>Annual Limit per family (1+3)</b>	<b>15,000/-</b>
Sub Limits per Family:	
All pre-existing Diseases + New Diseases	15,000/-
Maternity Benefits (per child for the first two)	2,500/-
Dental treatment	250/-
Eye treatment	75/-
Spectacles	250/-
Domiciliary Hospitalization	4,000/-
Ayurvedic/Unani/Homeopathic/Siddha	4,000/-
Pre-Hospitalization & Post Hospitalization	15,000/-
Baby coverage	500/-
OPD	7,500/-
Limit per illness	7,500/-
Premium for family of Four	781.60/-

**Exclusions:** Corrective cosmetic surgery or treatment, HIV, AIDS, Sterility, Venereal diseases, Intentional self-injury, use of intoxicating drug or alcohol. War riot Strike Terrorism acts & nuclear risks.

**i) Operational Modalities:**

The scheme will be effective from the date of issue of the Guidelines of "Health Insurance Scheme" for women workers by the Central Silk Board. The office of the State Director-in-charge of Sericulture and its sub-ordinate offices in the field shall be Nodal agencies for implementation of the scheme. The Central Silk Board, Bangalore shall release its share to the State Sericulture Department after the State Department submit the proposal along with the list

of beneficiaries proposed in the scheme. A prospective beneficiary shall be required to fill up an enrolment form and submit the same to the State Department of Sericulture through her employer/herself along with the owner's/her share of the premium. The format of the application form shall be made available to the State Sericulture Department by the ICICI Lombard.

On receipt of the above, the State Sericulture Department shall scrutinize the application and if found eligible, shall accept the premium amount and forward the lists of such beneficiaries along with premium amount received from the CSB to the ICICI Lombard. On receipt of the premium amount with the list of beneficiaries from the State Sericulture Department, the ICICI Lombard shall issue Health Cards to the State Department of Sericulture, along-with the statement indicating the names of the individuals insured. State Sericulture Department will arrange to inform individual beneficiaries about the coverage.

In case a women worker changes her employment during the period of insurance from one unit to another, she, as the beneficiary of the scheme, shall furnish intimation to the nodal agency.

The State Government through its subordinate field units shall be actively associated in implementation of the scheme by way of sensitizing the women workers to join the scheme.

The State Sericulture Department shall submit periodical reports as sought by the CSB indicating the details of coverage and settlement of claims to the Member Secretary, Central Silk Board, Bangalore

**j) Claim Procedure**

i) Planned hospitalization

- 1) A patient can go to any empanelled hospital/nursing homes of her choice. A list of such hospitals will be provided by ICICI Lombard.
- 2) The name of the patient/policy No./nature of ailment /the name of the hospital is to be communicated to ICICI Lombard or its representatives by the concerned empanelled hospitals/nursing homes. A list of ICICI Lombard's representatives (Third Party Agent (TPA))/contact persons shall be provided by the ICICI Lombard.

- 3) ID Cards to the women workers will be issued by the ICICI Lombard to the insured persons to avail the cashless facility. The details of ICICI Lombard or its representatives, phone numbers, help line numbers shall also be mentioned in the I.D. cards for easy reference. Additionally the empanelled hospitals shall also fax an authorization form to the ICICI Lombard or its representatives on their own. ICICI Lombard or its representatives would give approval within 12 hours.
- 4) Patient would take the treatment, sign the bill and get discharged. No payment is to be made.

ii) Emergency hospitalization

- 1) The patient can be rushed to any empanelled hospital.
- 2) ID card is to be produced to the hospital and the patient can avail the treatment. Simultaneously, the family can contact the ICICI Lombard or its representatives (TPA) over help line and submit the pre-authorization form. The ICICI Lombard or its authorized representatives (TPA) has to fax the approval to the hospital immediately.
- 3) Patient would take the treatment, sign the bill and get discharged. No payment is to be made.

iii) Reimbursement claims

- 1) Patient can avail treatment from a doctor or at a clinic in addition to the network/empanelled hospitals.
- 2) Can settle the hospital bills directly by paying all the charges.
- 3) Can call/contact ICICI Lombard, TPA office on Toll-free number.
- 4) Can submit the prescription and the vouchers for the medicines/claim form to the ICICI Lombard or its representatives.
- 5) The claims have to be settled immediately on receipt of all the documents/information.

iv) Assistance

- 1) For any assistance Toll-free numbers 1600 425 4033 and 1600 425 4075 can be reached by anyone.
- 2) Additionally for any assistance State co-coordinators of ICICI Lombard all over the country can be contacted. A list of such officers/contact persons will be provided by the ICICI Lombard.
- 3) Besides giving printed lists, ICICI Lombard shall also post full details of hospitals/nursing homes, the TPAs and ICICI Lombard on the website of all related government bodies.

k) **Role of ICICI Lombard**

- 1) ICICI Lombard or its authorized representatives (TPA) will furnish a list of medium class hospitals/nursing homes for medical treatment to the women sericultural workers, the State Governments and CSB HQs, Bangalore.
- 2) ICICI Lombard or its authorized representatives (TPA) will also furnish a list of hospitals covered under the Health Insurance Scheme for making addition/deletion by the State Governments.
- 3) ICICI Lombard should take all steps to make the scheme a success. The ICICI Lombard will get in touch with the State Directors of Sericulture for taking preparatory steps like identification of beneficiaries, furnishing forms, instructions etc. immediately for coverage of women workers under the scheme.
- 4) ICICI Lombard or its authorized representatives (TPA) will take all steps to popularize the scheme among the women workers through out the country by various means including advertising in the media.
- 5) ICICI Lombard will prepare information related to the scheme/beneficiaries in vernacular languages.
- 6) For early settlement of medical bills of women workers under the OPD cover, the ICICI Lombard or its representatives will open offices in the identified clusters in consultation with CSB and State Sericulture Department..

- 7) ICICI Lombard will send a monthly progress report on 1st of every month to the CSB HQs and State Sericulture Department every month indicating number of people insured, funds utilised and the claims settled.

**B: CREATING TOILETS, REST ROOMS AND CRECHE FACILITIES FOR WOMEN IN COCOON MARKETS**

**i. Continuation / New: New (Support Services Sector of CDP)**

**ii. Broad objectives of the programme:**

To encourage the participation of women in marketing operations

**iii. Categories of beneficiaries & targeted extent coverage**

Exclusively for women beneficiaries with special emphasis on SC/STs.

**iv. States covered:**

All States

**v. General Funding pattern**

75:25 by Central and State governments

**vi. Brief description/ objectives**

The women will have to spend around 2-3 hours in the cocoon markets to sell their cocoons. They generally search for separate toilets and private place to feed their kids and changes cloths. In order to encourage the participation of women sericulturists in cocoon marketing and to make them comfortable, it is proposed to provide facilities for separate toilets and rest rooms for women. Many of the women attend the market with their small kids and they find it difficult to keep their kids in the congested markets. It is therefore proposed to provide crèche facilities to the kids so as to enable the women to freely participate in the cocoon transaction.

**vii. Strategy**

Ensure the participation of women in marketing operations so that the earnings made through sericulture could be utilized for the welfare of the family.

**viii. Implementation guidelines/operational modalities:**

- The scheme will be implemented by the State sericulture departments. Spot inspection by a CSB field functionary will be carried out in each of the proposed cocoon markets in order to assess the actual requirement of the facility.
- Two major committees viz., Apex Monitoring Committee and Project Monitoring Committee would oversee the implementation of the Programme
- The State Level Co-ordination Committee (SLCC) for sericulture in the State should discuss and review the progress on implementation of the scheme along with CDP programme.
- Utilization Certificate for the funds released to State Governments will be given by State DOS to CSB based on the amounts spent or released to beneficiaries directly or through banks on the recommendations of the Project Monitoring Committee (PMC).

**2. Share for North East:**

The scheme will also be implemented in North Eastern Region. It is estimated to allocate 10% of the expenditure earmarked for the programme to North East Region

**3. Programme Output:**

Social security measures to address occupational health hazards of women workers and her family members involved in the hazardous areas of sericulture industry and encouraging women sericulturists in marketing operations

**4. Component-wise physical and financial Targets:**

Component	Physical Target	Unit Cost (Rs.)	Total Cost Lakh Rs.	Financial Pattern (Lakh Rs)		
				CSB	State	Ben./owner
Health Insurance for women workers	29,000 (No. of policies)	782	226.35	186.00 (@Rs.642.47)	24.21 (@Rs.83.47)	16.14 (@Rs.55.66)



Toilets, Rest Rooms and Creches facilities for Women in Cocoon markets	25 (No.)	2,50,000	62.50	47.00 (75%)	15.50 (25%)	-
<b>Total</b>			<b>288.85</b>	<b>233.00</b>	<b>39.71</b>	<b>16.14</b>

## 5. Targets-Physical & Financial (Year-wise phasing)

Component	Phy. Target	Unit Cost (Rs.)	Cost borne by CSB	Year-wise phasing							
				2008-09		2009-2010		2010-11		2011-2012	
				No.	Amt	No.	Amt	No.	Amt	No.	Amt
Health Insurance for women workers (* )	29,000 (No. of policies)	782.00	186.00	7250	46.50	7250	46.50	7250	46.50	7250	46.50
Toilets, Rest Rooms and Creches facilities for Women in Cocoon markets	25 (No.)	250000	47.00	5	9.40	6	11.28	7	13.16	7	13.16
<b>Total</b>			<b>233.00</b>		<b>55.90</b>		<b>57.78</b>		<b>59.66</b>		<b>59.66</b>

(\* ) The scheme can be implemented before 2011-2012 also.

## 6. Monitoring and evaluation

### (a) Health Insurance for women workers

The performance will be monitored by the Apex Monitoring Committee (AMC) and Project Monitoring Committee (PMC). A representative of ICICI Lombard may also be included in the PMC. The PMC will also identify the beneficiaries and other inputs proposed under the Scheme and release health cards to the beneficiaries, prepare 6 monthly plans, etc. The concerned State Govt. will also hold discussion with the owner of the unit to sensitize about the programme and pay their share for the policy. Further, officers from the Central Silk Board will also make periodical visits to the States from time to time for physical inspection, to review the progress of implementation of the Health Insurance Scheme

### (b) Creating Toilets, Rest Rooms and Creche facilities for Women in Cocoon Markets

The performance will be monitored by the Apex Monitoring Committee (AMC), and Project Monitoring Committee (PMC). A representative from CSB along with the concerned State Officer will inspect the cocoon market before finalizing the proposal. Further, officers from the Central Silk Board will also make periodical visits to the States from time to time for physical inspection, to review the progress of implementation of the scheme

The Central Silk Board will conduct a yearly evaluation of the Programme. In addition, a mid term evaluation of the programme will be done by CSB and State Jointly (Second year of XI Plan) to suggest necessary mid course correction/ modification if any required to be made on the basis of field realities.

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1. **Title of the scheme:** **Emphasis on Tribal areas**
2. **Continuation/ New:** New
3. **Broad objectives of the programme:**
  - Ø Building the confidence, knowledge, information and skills to understand the activity concerned.
  - Ø Facilitating formation of activity groups, educating the entrepreneurial opportunities in sericulture and modalities of viable functioning of groups.
  - Ø Identification and training of village level resource persons to act as service providers in tribal areas on cost basis.
  - Ø Creating cost-effective and efficient mechanism by involving village based resource persons who would perform the key functions of managing input-output linkages.
  - Ø Comprehensive training in entrepreneurial (kisan nursery, grainage operations, yarn production etc)/ Motivational aspects to the resource persons to increase tribal participation and involving them in decision making process.

- Ø Providing doorstep delivery of inputs/spare parts for processing machines, technical and other services, input-output linkages, marketing etc., enabling the producers to follow strict quality control regime.
- Ø Providing technical services to ensure high quality at every activity level to ensure high standards of productivity and quality, through Lead farmers/ progressive farmers.
- Ø Reimbursement of difference of interest on credit availed to meet working capital requirement by tribal SHGs
- Ø To sensitize scientists, technocrats and other stakeholders for understanding the grassroot level innovations by tribals, utilization of locally available material for evolving low cost and viable technologies, encouraging entrepreneurial capacities for manufacturing/fabricating the required inputs for sericulture activities.

**4. Categories of beneficiaries & targeted extent coverage:**

Exclusively for tribal beneficiaries in *Vanya* Sector with special emphasis on SC/STs as per the norms. May be extended to mulberry sector in North-Eastern and non-traditional States depending on merit of the case.

**5. States covered:**

All Sericulture States. Coverage will be restricted to the districts with at least 60% of tribal population.

**6. Funding Pattern:**

The sub-components under this will be shared by Central Silk Board, States and Beneficiaries depending on the nature of sub-components as detailed under each sub-component.

**7. Brief description:**

Tribals and economically disadvantaged groups traditionally practice tropical tasar, Oak Tasar, Muga and Eri cultures through out the country and mulberry in North-Eastern/ non-traditional States. Hence, they deserve special attention with emphasis on creation of sustainable livelihoods in the tribal area. This needs to be achieved by integrating sericulture with agriculture produce and inputs/ services required to sustain various pre and post-cocoon activities in sericulture, as a basket of subsistence & income augmenting activities. Due to their distribution in inaccessible areas, institutional support is becoming difficult for the tribals. In order to mobilize, educate and train the tribals, to start with, there is a need for voluntary organizations to facilitate various profitable and replicable models of sericulture activities as a livelihood activity among them. To make the identified activity sustain without government

support, educated/ motivated local tribals from village level shall act as service providers on cost basis, who will manage input-output linkages including marketing.

As a pilot and initial measure, to serve the tribal & non traditional requirements in a better way, the XI Plan proposes to take up certain schemes in tribal belts of the country to address the above issues.

#### **8. Components under the package:**

- a) Formation & capacity building of Tribal Self Help Groups (SHGs):
- b) Subsidized credit facility for meeting working capital requirements of SHGs
- c) Identification and training of village level resource persons
- d) Setting up of sero-clinics with inputs/ spares and start-up expenditure
- e) Organizing seminars/ workshops to recognize the grass root level innovations by tribals.

#### **9. Component-wise objectives/ description:**

- a) *Formation & capacity building of tribal Self-Help Groups (SHGs):* Role of SHGs in developmental activities is proven beyond doubt in the country. Besides, mobilizing the tribal beneficiaries and forming them into activity groups, there is need to equip them with knowledge, information and skills to understand the activity concerned. For facilitating formation of activity groups, educating the entrepreneurial opportunities in sericulture and devising modalities of viable functioning of these SHGs, a provision of Rs. 4000/- has been made, which shall be borne totally from CSB share. Services of reputed NGO/ voluntary organizations will be availed for the purpose. Training of beneficiaries can be covered under the scheme, enterprise promotion & training and Beneficiary empowerment programme.
- b) *Subsidized credit facility for meeting working capital requirements:* Most of the activities need working capital for at least one cycle so that it can sustain on its own. In view of the higher interest rates from the financial institutions including micro-finance agencies, it is proposed to reimburse difference of interest on the working capital to a maximum of Rs. 4500/- per SHG, which will be shared by CSB and State Governments in the ratio of 75:25.
- c) *Identification and training of village level resource persons:* Keeping in view the remote locations of tribals, local people need to be trained and their capacities be built so that they can serve the role of resource persons at village level, which will create cost-effective and efficient mechanism in performing the key functions of managing input-output linkages including marketing. They will be involved in all the entrepreneurial activities like kisan nursery, grainage operations, yarn production, marketing tie-ups etc., facilitating with financial agencies, maintenance of accounts/

passbooks, etc., besides motivational and managerial aspects. Even they will be trained in key technical aspects in pre and post-cocoon sectors, so that they can act as Lead farmers, wherever possible. For the purpose, a provision of Rs.11,000/- per person is made for a total of 200 persons during the XI Plan period. The Scheme would be fully financed by CSB and implemented by States/ NGOs.

- d) *Setting up of seri-clinics with inputs/ spares and start-up expenditure:* The trained resource persons or any other interested unemployed youth will be assisted to set up Seri-clinics, with a facility to procure/ store inputs/ spare parts for various sericulture activities. They will be trained in aspects related to usage of the inputs, maintenance/ servicing of machines etc., so that they can extend the services of a Demonstrator/ Mechanic on cost basis. For the purpose, a provision of Rs. 40.0 lakhs has been made, of which RS. 30.0 lakhs (75%) will be met from CSB share, Rs. 6.0 lakhs (15%) from the State Govt., and the beneficiaries meet the balance Rs. 4.0 lakhs (10%).
- e) *Organizing seminars/ workshops to recognize the grass root level innovations by tribals:* In order to encourage local artisans, grass root level innovations, use of locally available material in adoption of technologies for various activities and evolving low cost technologies there is need to sensitize scientists, technocrats and other stakeholders to invite the above from the tribals, evaluate and reward them at a common place during seminars/ workshops for the above said purpose. This will bring out entrepreneurial abilities among tribals in manufacturing/ fabricating equipments required for sericulture activities, locally. For this purpose, a sum of Rs. 5.0 lakhs is earmarked for the XI Plan period which will be shared by CSB and State at 75:25.

#### **10. Share for North East:**

All the components will also be implemented in North-East Region. It is proposed to allocate 10% of the budget to North-East Region.

#### **11. Implementation guidelines/ operational modalities:**

The component approved by the Apex Monitoring Committee will be implemented by the State.

- It is proposed to take up this component through selected groups such as Vana Samrakshana Samithis, Forest Management Groups, Self Help Groups, Women Groups, Rearer Groups in selected clusters through Project-Mode. CSB will provide 75% (90% in case of special status States) of the subsidy and take up Projects in selected Clusters and dovetail the Schemes of other Ministry's/Departments wherever possible.
- The *Vanya* silk clusters will be linked to the post-cocoon clusters for the consumption of cocoons.
- The implementation agency should draw the plan in a Project Approach and implement the components accordingly.

## **12. Programme Output:**

- Ø Empowerment of tribals through capacity building,
- Ø Promoting entrepreneurial opportunities in sericulture and establishing viable functioning of groups,
- Ø Availability of inputs, spare parts, service providers at village level resulting in cost-effective and efficient mechanism,
- Ø Technical and marketing awareness,
- Ø Development of grassroots level innovations by tribals and utilization of locally available material in evolving low cost and viable technologies.

## **13. Monitoring and evaluation:**

The performance of the component will be monitored by the Apex Monitoring Committee on quarterly basis.

The Central Silk Board will conduct a yearly evaluation of the programme. In addition, a mid-term evaluation of the programme will be done by CSB and State jointly (third year of XI Plan) to suggest necessary mid-course correction/modification, if any, required to be made on the basis of field realities.

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