

Government of Odisha
Handlooms, Textiles & Handicrafts Department

No. 31066500052014/1857 HTH, Bhubaneswar dtd. the 19/3/18
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From

Sri Jogendra Kumar Nayak
Under Secretary to Govt.

To

The Director of Textiles & Handlooms , Odisha.

Sub: Revised Guidelines under the scheme "Promotion of Textile Industry" for inclusion of new component "Monitoring and Evaluation"

Sir,

In inviting a reference to your Letter No.1457 dtd.24.02.18 on the subject cited above , I am directed to say that Govt. have been pleased to approve the proposal for revision of Guidelines by including the new component i.e " Monitoring & Evaluation" in the existing Guidelines.


The Modified Guidelines is enclosed herewith for information and necessary action.

Yours faithfully,


19/03/18

Under Secretary to Government.

Memo No. 1855 dtd. 19/3/18
Copy along with the enclosures forwarded to M.D,SPINFED for information and necessary action.


19/03/18

Under Secretary to Government.

MODIFIED GUIDELINES FOR PROMOTION OF TEXTILES INDUSTRIES (POTT)

INTRODUCTION

The importance of textile industries in State is to facilitate large employment generation and boosting export of readymade Apparels in the State. Besides, the state has ample scope of development of Spinning & power loom industries along with processing infrastructures looking into future demand of Apparel units.

Present skilled labour contribution in Odisha is very minimal for this industry. Hence it is used as a catchment area of labour for other developed states. Realizing the future growth, the state has already established Apparel Training and Design Centers at various places in the state.

OBJECTIVE

The proposed scheme focus at over all development of textiles industries in the State as a whole right from cultivation of cotton to finished production which includes ginning, spinning, weaving, knitting, processing , making up of apparels and garments along with necessary backward and forward linkage. The scheme also emphasize the ancillary components of textiles production like marketing, branding, brand positioning, product launching, packaging etc.

Keeping in view the present scenario of textile sector in the State, the scheme is intended to focus on the following points:

1. Ginning, spinning, weaving, knitting, processing, making of Apparel and Garment with backward and forward linkage including Marketing and exploring scope of induction of private entrepreneurs into the sector.
2. Taking up the activities of improvised cotton cultivation like organic cotton and other improved variety in co-ordination with Agriculture and other allied Department.
3. Exploring revitalization of existing defunct spinning mills and creation of environment for setting new spinning mills through privatization and PPP mode or self running as decided by Government from time to time.
4. Setting up of a printing / dyeing unit (mechanized) quality production of dyed yarn and fabrics for the interest of handloom and power loom sector of the State.
5. Facilitating scope for setting up of apparel, textiles, knitwear park through different stake holders of the State.
6. Creation of data base of textiles sector and facilitate setting up of a Technical Textiles etc. through private entrepreneurs with available facilities by GoI.

The components:

1) Advertisement & Publicity

Publicity is an integral part for promotion and growth of textile industries. The advertisement, marketing, road show are basic essential to operationalize the existing units as well as setting up of new units in the field of textiles thereby bringing investment to the State through Private or Public Private Partnership mode or any other mode, as decided by the Government from time to time looking to the need of the situation. Publicity and advertisement will be made through Print & electronic mode, seminars, conference, road shows etc. will be mode of publicity as per need.

2) Training

During current years the cotton is only processed and sold by the traders outside the State for national consumption and export market. The major chunk of the profit is swallowed by the traders and on the contrary the State is deprived of from yarn for its own consumption. Conducting training programme for improvising cotton cultivation in the form of workshop seminars especially to cotton cultivators workers of ginning and pressing unit will have a great impact on production of contamination free and export level cotton.

Besides, similar pattern of training may be implemented in other field of Textile industries including Spinning, Power loom and other allied sectors. The trained manpower will cater to the needs of textile industries in the state and as well as can opt for profession in various textiles industries even outside the State.

3) Awareness Programme to small entrepreneurs of power loom, processing and other allied units.

There are private power loom units spread over different parts of Odisha like Siminoi, Itamati, Hinjilikatu etc. It is observed that all the small entrepreneurs are running their units with very small number of looms in their own home shed. They are only depending on local market. Now Central Govt. as well as State Govt. has emphasized for growth of power loom Sector. Government have come with different scheme for beneficiation of power loom sector as well as power loom entrepreneurs in different aspects.

Thus with the objective to attract the common individuals, sensitize them and the local Power loom Entrepreneur to avail the benefit and facilities of different schemes sponsored, awareness programme will be taken up at places like Siminoi, Itamati & Hinjilikatu or similar power loom hubs in the State. This will help in inducing the idea of establishing new power loom & other allied units and further growth of this sector by availing the scheme benefits.

4) Creation of Data bank

Creation of data bank for Textiles Industries is a basic tool for taking up future decision in setting up of different textile industries right from spinning, weaving power loom, processing including apparel units. The data base will suffice for future reference of the Government from time to time and will also help for planning on growth of textile and other allied industries in the State through techno managerial data and reports.

Proper survey is the prime component for preparation of different types of data for the data bank. This will be done through different institutions / organizations to be selected for the purpose which will be done by observing procedures as per rule. Collected data will be kept in both hard and soft copy by SPINFED with the help of its own staff for use at different levels at different time period.

Different types of data of the existing running & defunct / closed units of Textiles Industries, Spinning Mills & Power loom Industries, whenever required by the Government, will also be prepared by using own/ outside manpower.

5) Formulation of Textile Policy

Policy is a vital tool for overall sustainable growth of Industries. At present, Textile Sector in the State is in a stalled position. Hence there is a need for formulation of Textile Policy for the State for creating conducive environment to attract new ventures and investment in the sector which will definitely bring large scale employment and revenue generation for the State.

For the purpose, expenditure needed preliminary towards advertisement, interaction with the entrepreneurs, officials, experts etc both inside & outside the State, holding Seminars and on approval of the policy documentation and printing and other such major expenditures etc will be met under the component.

6) Establishment of Garment Unit

At present demand of readymade handloom garments by the people of the State is in a substantially inclined trend. In order to cater such demand, Garment units will be setup in the State. This will be by generate revenue and even can hold a major share in export market for its product uniqueness.

For the purpose, provisions under machineries, technical inputs, training, product development, branding, brand positioning, test marketing etc will be covered under this component.

The benefit under the scheme will be extended to the Government / Government undertaking organizations under purview of Directorate of Textiles like Sambalpuri Bastralaya HLCS.

7) Repair and Renovation of Regional Centre for Jute Technology Research and Laboratory at Jagatpur for setting up of printing unit.

Void and gaps felt in handloom and textiles sector can be fulfilled in setting up of intermittent process, value chain like printing, dyeing garmenting, embroidery gauze bandage and other technical textiles may be set up through participation of entrepreneurs, society, NGOs etc. thereby minimizing the recurring expenses and generating revenue for further sustenance. In the process, Repair and Renovation of Regional Centre for Jute Technology Research & Laboratory at Jagatpur will be taken up for setting up of Printing / Apparel unit through joint venture / PPP mode as decided by the Government.

8) Exposure visit

In order to obtain different technical knowhow, marketing, project formulation etc., Entrepreneurs in different field of textiles and officials may be sent to different areas outside the State for acquiring expertise. The exposure visit will be mostly in to garment producing areas, textiles and apparel park processing industries etc.. A group of 10 nos of entrepreneurs in different field of textiles will be sent on exposure visit and 1-2 linked officials will accompany them. Further 1-2 officials of the Department may also visit for the purpose for acquiring the knowledge in different fields of textiles industries and dissemination of the same with the existing entrepreneurs and promoting new entrepreneurs to set up industries.

9) Monitoring & Evaluation

Monitoring & Evaluation is an integral part of this flagship scheme. It is essential for impact assessment from time to time, mid-course corrections and strategic planning. The implementation process, if needed, could be re-scheduled and re-designed to meet the emerging challenges. Ultimate success of the scheme would be directly proportional to effective monitoring and evaluation from time to time.

SPINFED is the nodal agency for implementation of various projects and programmes of Government under Textiles sector. Expenses towards engagement of consultants, remuneration of the man power utilised, their travel allowances, expenditure towards monitoring, supervision, other allied and related activities will be met out of this component under the scheme "Promotion of Textiles Industries" (POTI).

Implementation

The scheme will be implemented by SPINFED under the guidance & supervision of Director of Textiles. Sanction proposals will be prepared by MD, SPINFED and submitted to Department through Director of Textiles for necessary approval / sanction. After necessary approval from Department / Government level, Director of Textiles will take steps for drawl and placing the fund with SPINFED.

Director of Textiles will monitor the programme closely. Review & monitoring of the scheme will also be undertaken at the Department level from time to time. MD, SPINFED is responsible for timely implementation of the scheme and submission of utilization certificate against each sanction to Director of Textiles, who in turn will scrutinize and submit to AG(O) under intimation to this Department.

Any other proposal as and when required will be submitted for consideration of the Government on case to case basis depending upon the need of the situation or as directed by the Government.
