CHAPTER IX

HANDICRAFTS

The Handicraft Sector occupies a important place in the country’s economy as it contributes significantly to employment generation and export earings. Estimates based on the population census, National Sample Survey Organisation (NSSO)/ National Council for Applied Economic Research (NCAER) survey and other studies as well as and information available for the unorganized cottage industry sector reveal that the annual growth rate of employment (both direct and indirect) in the handicrafts sector could be around 2.5%. It is presumed that during the 9th Five Year Plan, employment in the handicrafts sector increased from 52.92 lakh in 1997-98 to 58.41 lakh in 2001-2002.

The working group on Textiles and Jute for the 10th Plan has projected a growth in employment in Handicrafts sector @ 3% annually during 10th Five Year Plan. Thus it is presumed that 9.29 lakh more artisans will be employed during the period and by the end of Tenth Plan total employment provided by the handicrafts sector would be 67.70 lakh. The Employment increased from 60.16 lakh in 2002-03 to 61.96 lakh in 2003-04.

Handicrafts being a state subject, its development and promotion are the primary responsibility of the State Government. However, the Office of the Development Commissioner (Handicrafts) has been supplementing their efforts by implementing various developmental schemes at the central level for the handicrafts sector.

During the 10th Plan, the Office of the Development Commissioner (Handicrafts) is implementing 8 generic schemes – Baba Saheb Ambedkar Hastshilp Vikas Yojana, Design and Technical Upgradation, Export Promotion, Marketing Support and Services, Research & Development, Training & Extension, Financial Assistance to State Handicrafts Development Corporation / State Apex Societies and Bima Yojana for Handicrafts Artisans so far. The brief details of the 8 schemes are as under:

BABA SAHEB AMBEDKAR HASTSHILP VIKAS YOJANA (AHVY)

This scheme aims at promoting Indian handicrafts by developing artisans’ clusters into a professionally managed and self-reliant community enterprise on the principles of effective members’ participation and mutual cooperation. The thrust of the scheme is on a projectised need based integrated approach for sustainable handicrafts development through participation of craftpersons leading to their empowerment. The package of support under AHVY can be clubbed under the following components:
Social interventions
Diagnostic survey and formulation of project plan
Mobilization of artisans

Technological interventions
Assistance for training the trainers
Assistance for design and technological upgradation
Financial assistance for development and supply/dissemination of modern improved tools, equipments etc.,
Documentation, preservation and revival of languishing crafts etc.

Marketing interventions
- Marketing events
- Marketing infrastructure
- Publicity
- Marketing Services

Financial interventions
Margin money

Eligibility for Financial Assistance
Under this scheme assistance is given to reputed NGOs / Cooperatives / Apex cooperative societies / Trusts / COHANDS / EPCH / CEPC / MHSC / NCDPD/NIFT/ NID/UNIVERSITY Deptt. /DRADA / NISSIET, EDIs, Central/State Handlooms and Handicrafts Development Corporation and other related Govt. Corporations/ agencies, Federation of NGOs / SHGs Consortium etc. registered under proper statute, for sustainable development of identified craft clusters.

During 2003-04, 91 new craft clusters were taken up for integrated development and the funds for baseline survey and mobilization were sanctioned. In addition, funds were also sanctioned for taking up training, design, marketing, CFC and other interventions in 278 clusters selected. During 2001-02 and 2002-03, Rs.1,555.85 lakh was released under this scheme. During 2004-05, Rs.2,448 lakh has been allocated for undertaking various interventions under AHVY scheme, of which Rs.1,181.26 lakh has been spent and 49 new craft clusters taken up for integrated development up to January 2005.

MARKETING SUPPORT & SERVICES SCHEME
The main objective of this scheme is to create awareness of Indian handicrafts among the masses by organizing a number of marketing events in big and small cities, to provide financial assistance to State Handicrafts Corporations, Apex Cooperatives and prominent NGOs for opening new Emporia at suitable places to enable the craftpersons to have permanent sales outlets for their products, to popularize and publicize handicrafts sector to provide services in the form of entrepreneurship. The scheme comprises of following five main components:

Eligibility for Financial Assistance
Under the scheme assistance extended to the Central/State Handicrafts
Corporations, COHANDS, Apex Societies, NGO’s registered under Society Act, Trusts and such other organisation engaged in the development and promotion of handicrafts sector registered under any other statutory Acts.

During 2003-04, Rs.1,114.77 lakh was released under the scheme. During 2004-05, Rs.1,913 lakh has been allocated under Marketing Support and Services Scheme, of which Rs. 840.03 lakh has been spent and 30 crafts bazaar & 20 exhibitions organized up to January 2005.

**DESIGN & TECHNOLOGY UPGRADEATION SCHEME**

The scheme aims at upgradation of artisans’ skills development of new design and prototypes supply of improved/modern equipments to the craftpersons, revival of rare crafts to preserve the traditional Heritage, preservation of traditional art & crafts of high aesthetic value etc. The scheme has been subdivided under following components:

<table>
<thead>
<tr>
<th>Components</th>
<th>Sub-Components</th>
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<tbody>
<tr>
<td>Marketing Events</td>
<td>a) Holding of National Handicrafts Expos.</td>
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<td></td>
<td>b) Holding of Crafts Bazaars</td>
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<td></td>
<td>c) Holding of Exhibitions</td>
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<tr>
<td>Marketing Infrastructure</td>
<td>a) Setting up of Urban Haat/Crafts specific Haat /Local Haats.</td>
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<td></td>
<td>b) Opening of new emporia/renovation/expansion of existing emporia.</td>
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<td></td>
<td>c) Setting up of Craft Development Centres.</td>
</tr>
<tr>
<td>Marketing Services</td>
<td>a) Holding of Marketing Workshops at National /State /Local Levels programme.</td>
</tr>
<tr>
<td></td>
<td>b) Entrepreneurship Development.</td>
</tr>
<tr>
<td>Publicity</td>
<td>Internal Publicity development programme etc.</td>
</tr>
</tbody>
</table>

**Financial Assistance**

- The assistance is given to institutions for design and technology development in handicrafts sector.

- **Skill upgradation**

- **Departmental activities**
  
  i) Regional Design & Technical Development Centres;
  
  ii) Activities of Regional Design & Technical Development Centres; and
  
  iii) Departmental Training Centres in Carpet in J&K and Cane & Bamboo in the country.

- **Grant-in-aid**
  
  i) To Shilp Gurus (Heritage Masters);
  
  ii) For training under Guru Shishya Parampara; and
iii) For training the trainers (A type of certificate or diploma course for trainers/master craftpersons who can work in close cooperation with clusters).

● Financial Assistance
  i) For design & technology upgradation; and
  ii) For Design & Development Workshop

● Documentation, Preservation and Revival of old, rare and languishing crafts.

● National Award for outstanding contribution in Designs in handicrafts sector.

Eligibility for Financial Assistance
Under the Design and Technology Upgradation Scheme financial assistance is extended to the Central / State Handicrafts Corporation, Apex Cooperative Societies Act, Trust, Handicrafts Societies, EPCH, CEPC, COHANDS, NCDPD, MHSC, IICT, Crafts Council of various States, NID, NIIFT, IIT and other reputed institute dealing in handicrafts, renowned designers, technologist, National Awardees, Mastercraftpersons, experts having experience in handicrafts.

During 2003-04, Rs. 847.62 lakh has been incurred for undertaking various design development activities. During 2004-05, Rs.2,314 lakh has been allocated under Design and Technology Scheme, of which Rs. 651.37 lakh has been incurred and 190 design workshops/ projects were organized up to January 2005.

EXPORT PROMOTION SCHEME
The objective of the scheme is to promote export of handicrafts including hand knotted carpets and floor covering from India. Initiatives such as identification of handicrafts concentration area for undertaking research and studies in order to identify markets abroad, taste and fashion, prevailing designs etc. participation emerging out of the addressing the issues, emerging out the liberalized and post WTO era would be undertaken under this scheme. The details of components of the scheme are:

● Product Development
  a) Workshop and Training Programme in Packaging in Export Procedures/ Management;
  b) Training of Artisans /Mastercrafts people/ Designers;
  c) Workshop/Seminar in India and Abroad; and
  d) Selection of Designer, Artisans for development of prototypes for exports and invitation to foreign Designers.

● Publicity and Marketing

● Social and other welfare measures
Eligibility for Financial Assistance

The financial assistance under the scheme is extended to the Central/State Handicrafts Corporation, Council of Handicrafts Development Corporation (COHANDS), Apex Coop. Societies, NGOs registered under Society’s Act, Trusts and such other organizations engaged in the development and promotion of handicrafts sector registered under any other Statutory Acts, EPCH, CEPC, NCDPD, IICT, India Exposition Mart, Registered Handicrafts, exporters, reputed designers/technologists approved by CEPC/EPCH/office of the DC (HC).

During 2003-04, Rs. 981.76 lakh was incurred under Export Promotion Activities. During 2004-05, Rs.1,445 lakh has been allocated under Export Promotion Scheme, out of which Rs.651.34 lakh has been spent upto January 2005.

RESEARCH & DEVELOPMENT SCHEME

The main objective of the scheme is to have a regular system of feedback of economic, social, aesthetic and promotional aspects of various crafts and artisans and to address the issues arising out of WTO stipulation case.

Scope of the Scheme

- Survey/Studies of specific crafts for which adequate information is not available;
- Problems relating to availability of raw facilities etc.;
- Living and working conditions of artisans in specific areas or crafts;
- Market evaluation studies of specific crafts for either domestic or overseas markets;
- Techno-economic feasibility studies and post evaluation of the various promotional projects or programmes undertaken in the handicrafts sector;
- Areas requiring special study for uplift of the weaker sections viz. Scheduled Castes and Scheduled Tribes;
- Financial assistance for preparation of legal, para legal, standards, audits and other documentation leading to labeling/ certification; and
- Financial assistance to organizations for evolving, developing a mechanism for protecting crafts, design, Heritage, historical knowledge base, research and implementation of the same enabling the sector/segment to face challenges for utilizing the opportunities of post WTO regime.

Eligibility for Financial Assistance

Assistance under the scheme is extended to an organisation registered under any of the statutory Acts (Companies Act 1956, Societies Registration Act 1860, Cooperative Act etc.) or registered with any bodies like Development Commissioner (Small Scale Industries), Office of the Development Commissioner (Handicrafts) etc. or universities and recognized research
institutions. Generally such assistance would not be extendable to any particular individual unless he is an eminent scholar or a people associated with promotion of handicrafts for a long time.

During 2003-04, Rs. 156.68 lakh was incurred under Survey & Study. In 2004-05, Rs. 330 lakh has been allocated for undertaking various interventions under Research & Development scheme, of which Rs. 60.28 lakh has been incurred and 5 studies were sanctioned upto January 2005.

TRAINING & EXTENSION SCHEME

The main objective of the scheme is to enhance the capacity building of artisans, NGOs etc. and to meet the administrative expenditure of departmental training centres.

Component

Departmental

It includes establishment cost, including Pay & Allowances of the staff of closed departmental training centres.

● Grant-in-aid

a) For conducting field visits/study tours in India and abroad to give exposure to designers and master craftsmen working in handicrafts sector with a view to enable them to learn and adopt best practices prevailing for promotion and development of handicrafts sector in India; and

b) For capacity building and to conduct awareness-cum-training workshops/seminars for artisans, NGOs etc. in various spheres related to handicraft sector.

Eligible Organizations

The scheme is implemented departmentally as well as through reputed research institutions, registered organizations/public sector units, experts etc, specializing in concerned areas.

During 2003-04 Rs. 44.84 lakh was incurred under Training & Extension scheme. During 2004-05 Rs.50 lakh has been allocated under Training & Extension scheme, of which Rs.21.30 lakh has been incurred and 2,038 trainees trained in departmental training centres in Carpet Weaving and Cane & Bamboo upto January 2005.

FINANCIAL ASSISTANCE SCHEME

The scheme aims to financially assist those State Handicrafts Corporations/ Apex Cooperative Societies which decide to downsize and restructure themselves with the help of State Governments. This mode of restructuring is a part a long-term perspective plan for making the State Organization more commercially viable to continue to sustain and to promote the development of handicrafts. This restructuring model would enable the State Organizations to provide sustainable market and production support to the artisans cluster by way of supply of quality raw material and necessary working
capital for taking up production and for procurement. Hence this scheme:

1. To make the Corporation/Apex Societies etc. more commercially viable by restructuring/rationalizing the manpower and improving the management efficiency to enable this organisation function more effectively for the proportion and development of handicrafts sector;

2. To identify the weakness of the organisation and appropriate step to remove the same for effective functioning;

3. To harness the capabilities of existing corporation/Cooperative Apex Societies for implementing the market oriented interventions of Government and to provide them with requisite inputs & market up linking for the same;

4. To enable the State Organizations to provide sustainable market and production support to the artisans clusters by way of supply of quality raw material and necessary working capital for taking up production and for procurement; and

5. To enable the Corporations/Apex Societies to increase their capital base in order to enable them to take programmes for the benefit of crafts people.

Eligibility for Financial Assistance

Under the Scheme the assistance is provided State Handicrafts Development Corporations/Handicrafts Apex Cooperative Societies.

During 2003-04 and 2004-05 no funds were released under this scheme, and the scheme has since been phased out.

BIMA YOJANA FOR HANDICRAFTS ARTISANS

The objective of Bima Yojana For Handicrafts Artisans is to provide life insurance protection to the Handicrafts Artisans, whether male or female, between the age group of 18-60 years. The scheme envisages covering 2 lakh weavers/artisans under an insurance cover during the 10th Plan period. The scheme is being implemented in association with LIC of India. The details of components are:

- **Coverage under existing ‘Janshree Bima Yojana’ of LIC**
  
  i. Life Insurance cover towards natural death shall be a sum of Rs. 20,000/- per member;
  
  ii. For accidental death or permanent total disability, the coverage shall be maximum Rs. 50,000/- per member and for permanent partial disability; the coverage shall be maximum Rs. 25,000/- per member; and
  
  iii. Added benefits in the form of an associated scheme of LIC- “Siksha Sahyog Yojana”, under which not more than 2 dependent children of the beneficiary studying in the classes 9th to 12th are given Rs. 300/- per quarter/child as educational allowance for a maximum period of
4 years or till they complete XII standard, which ever event occurs earlier.

- **Add on Group Insurance Scheme (GIS) for death Coverage**

The insurance coverage would be Rs. 30,000/- per artisan of the Group for natural as well as accidental death.

**Implementation Agencies**

The project will be implemented through the agencies like Central/ State Handicrafts Development Corporation, Handicrafts Apex Cooperative Societies, reputed and capable voluntary organizations, to whom the project is sanctioned under AHVY.

All artisans, of either sex, between the age group of 18-60 years, covered under thrift & credit societies and self-help groups would be eligible to be covered under the Bima Yojana for Handicrafts Artisans.

During 2003-04, Rs. 60 lakh has been incurred and 62,070 artisans covered under the scheme. During 2004-05, Rs.270 lakh has been allocated under Bima Yojana for Handicrafts Artisans, of which Rs.60 lakh has been incurred upto January 2005. So far 25,242 artisans have been covered in the current financial year.

**EXPORT OF HANDICRAFTS**

During 2003-04 the export of handicrafts including hand knotted carpets were Rs.12,765.18 crore (2,819.77 US $ Million) registering an increase of 16.75 % in rupee terms and 25.35 % in dollar terms compared to the corresponding period of 2002-03. The main items, which exhibited increase in exports during 2003-04 are zari and zari goods (32.02%), art metalware (22.04%), wood wares (19.11%) and embroderied and crocheted goods (32.62%). The export target for 2004-05 has been fixed at Rs.14,383 crore. During 2004-05 (April - January 2005), handicrafts exports, including carpets, exhibited a growth of 23.11 % in rupee terms and 27.60 % in dollar terms as compared to the corresponding period of 2003-04. The export of handicrafts including carpet during 2004-05 (April - January 2005), were Rs. 12,123.44 crore. The Item – wise exports of Handicrafts since 1998-99 are at Table 9.1 on page 101.

**EXPORT PROMOTION MEASURES**

The Export Promotion Council for Handicrafts (EPCH), under took following activities during 2004-05 (Till January 2005):

- Participated in the F.A.M.E.-Manila from April 19-22, 2004 at Manila-Philippines;
- Hongkong Houseware Fair from April 21-24, 2004 held at Hongkong;
- Workshop on Currency Fluctuation – Risk Management on 27.04.2004 at PHD House, New Delhi;
- The presentation meeting held on 27.04.2004 at Office of the Development Commissioner (Handicrafts) on Survey for
Handicrafts vis-à-vis Commercial Intelligence Report of Handicrafts Product lines as per HS Code in USA through M/s Dun and Brad;

- Hongkong Gifts & Premium show from 28th April-1st May, 2004;

- Workshop on Termite Control. Fumigation & Finishes for Cane and Bamboo Handicrafts for international Marketing at Guwahati from May 8–9, 2004;

- The Council participated in the SOURCE –New York (USA) from May 15-18, 2004.;

- The Council participated in the Impex-Gift & Homeware International at Melbourne (Australia) from May 18-20, 2004;

- Presentation on feasibility study on Special Economic Zone at Greater Noida held at 20.05.2004 at EPCH House, New Delhi;

### Table 9.1

**EXPORTS OF HANDICRAFTS**

(Rs. in crores)

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<tr>
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</thead>
<tbody>
<tr>
<td>A. Carpet &amp; other floor covering</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Woolen</td>
<td>1,783.32</td>
<td>1,888.45</td>
<td>2,045.96</td>
<td>2,152.69</td>
<td>2,293.79</td>
<td>2,015.11</td>
<td>1,655.36</td>
</tr>
<tr>
<td>2. Silk</td>
<td>136.46</td>
<td>153.93</td>
<td>167.03</td>
<td>198.27</td>
<td>209.42</td>
<td>198.69</td>
<td>117.25</td>
</tr>
<tr>
<td>3. Synthetic</td>
<td>94.16</td>
<td>93.65</td>
<td>102.16</td>
<td>85.17</td>
<td>87.05</td>
<td>86.24</td>
<td>49.95</td>
</tr>
<tr>
<td>Total (A)</td>
<td>2,013.94</td>
<td>2,136.03</td>
<td>2,315.15</td>
<td>2,436.13</td>
<td>2,590.26</td>
<td>2,300.04</td>
<td>1,819.56</td>
</tr>
<tr>
<td>B. Other Handicrafts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Art Metal ware</td>
<td>1,329.16</td>
<td>1,497.18</td>
<td>1,778.10</td>
<td>1,758.90</td>
<td>2,165.21</td>
<td>2,642.42</td>
<td>2,789.36</td>
</tr>
<tr>
<td>2. Wood ware</td>
<td>286.04</td>
<td>394.95</td>
<td>434.44</td>
<td>431.88</td>
<td>511.35</td>
<td>609.07</td>
<td>502.45</td>
</tr>
<tr>
<td>3. H.P.Textiles &amp; Scarves</td>
<td>1,033.98</td>
<td>1,158.05</td>
<td>1,276.75</td>
<td>1,221.59</td>
<td>1,466.52</td>
<td>1,611.43</td>
<td>1,641.04</td>
</tr>
<tr>
<td>4. Embroidered and Crochet goods</td>
<td>1,209.42</td>
<td>1,584.36</td>
<td>1,964.78</td>
<td>1,931.97</td>
<td>2,477.75</td>
<td>3,286.05</td>
<td>3,135.72</td>
</tr>
<tr>
<td>5. Shawls as Artwares</td>
<td>48.48</td>
<td>21.50</td>
<td>27.20</td>
<td>27.01</td>
<td>32.70</td>
<td>43.27</td>
<td>38.24</td>
</tr>
<tr>
<td>6. Zari and zari goods</td>
<td>74.95</td>
<td>83.52</td>
<td>142.32</td>
<td>134.04</td>
<td>159.47</td>
<td>210.54</td>
<td>160.93</td>
</tr>
<tr>
<td>7. Imitation jewelry</td>
<td>104.10</td>
<td>113.64</td>
<td>121.68</td>
<td>117.53</td>
<td>138.79</td>
<td>161.90</td>
<td>132.86</td>
</tr>
<tr>
<td>8. Misc handicrafts</td>
<td>1,057.57</td>
<td>1,116.40</td>
<td>1,210.08</td>
<td>1,146.58</td>
<td>1,391.62</td>
<td>1,900.46</td>
<td>1,903.28</td>
</tr>
<tr>
<td>Total (B)</td>
<td>5,143.70</td>
<td>5,969.60</td>
<td>6,955.35</td>
<td>6,769.50</td>
<td>8,343.41</td>
<td>10,465.14</td>
<td>10,303.88</td>
</tr>
<tr>
<td>Grand Total (A+B)</td>
<td>7,157.64</td>
<td>8,105.63</td>
<td>9,270.50</td>
<td>9,205.63</td>
<td>10,933.67</td>
<td>12,765.18</td>
<td>12,123.44</td>
</tr>
</tbody>
</table>
ministry of textiles

● Workshop on setting up of Common Facility Centre at Jodhpur held on 29.05.2004;

● Workshop on Finishing & Visual Merchandising for Cane and Bamboo Handicrafts for International Marketing at Tripura (Agartala) was held on 12.06.2004;

● Interactive Session on Aggressive Intl. Marketing Project for J&K Crafts with J&K Institute of Entrepreneurship Development at J&K was held on 15.06.2004;

● The Council organized the Folk Craft Festival of India during Dallas Super Market Gift & Home Accessories Show from June 23-30, 2004 at Dallas;

● Buyers-Seller –Meet from July 1-2, 2004 at Brazil (SauPaulo);

● Buyer-Seller-Meet from July 5-7, 2004 at Santiago (Chile);

● Feira Nacional Artesana to Porto, from 24th July – 8th August, 2004 at Portugal;

● Workshop on Development Promotional & Export Marketing of Handicrafts from Rai Bareilly held at Rai Bareilly on 03.08.2004;

● Workshop on Development Promotional & Export Marketing of Handicrafts from Amethi was held on Amethi on 04.08.2004;

● MACEF-Autumn 2004 from September 3-6, 2004 at Milan (Italy);

● International Autumn Fair from September 5-8, 2004 at Birmingham (UK);

● World of Gifts from September 21-23, 2004 at Moscow (Russia);

● National Workshop on India’s Foreign Trade Policy was held at Hotel Marriott, New Delhi on September 26-27, 2004;

● Indian Handicrafts & Gift Fair-Autumn-2004 held from October 13-17, 2004 at Pragati Maidan, New Delhi;

● Asian Gifts & Premium Household Products Show held from October 20-23, 2004 at Hong Kong;

● FAME-Manila held from October 21-24, 2004 at Manila (Philippines);

● Bangkok Intl. Gift Show held from October 28-31, 2004 at Bangkok (Thailand);

● Buyer-Seller Meet from November 22-26, 2004 at Melbourne (Australia);

● Buyer-Seller Meet from November 29-30, 2004 at Auckland (New Zealand);

● Dallas Super Market Gifts & Home Accessories Show held from January 12-19, 2005 at Dallas (USA) alongwith 28 participants;

● The Gifts & Home Accessories held from January 17-21, 2005 at Mexico; and
Expo Hoger Regalo held from January 29 - February 1, 2005 at Barcelona (Spain) along with 20 participants;

Brief activities undertaken during 2004-05 (January 2005) by Carpet Export Promotion Council (CEPC):

- Organized an interacting seminar of exporters and buyers representatives on 05.05.2004;
- Participated in Regional Handknotted carpet exhibition, 2004 at Lahore (Pakistan) from 29th August–1st September, 2004;
- Organized India Carpet Expo from October 13-16, 2004 at Pragati Maidan, New Delhi which was inaugurated by Minister of Textiles;
- Organized Buyer-Seller Meet on 14.10.2004 at India Habitat Centre, Lodhi Road, New Delhi providing interaction of Buyers & Buying Representatives with participants of India Carpet Expo;
- Participated in Domotex Fair from January 15-18, 2005 at Hannover, Germany;
- Issued 3,54,850 Kaleen Labels to the Member–Exporters upto January 2005; and
- Enrolled 2328 Members / Registration of Exporters upto January 2005.
PUBLIC REDRESSAL GRIEVANCES CELL

Public Redressal Grievance Cell has been formed in Head Quarters Office of the Development Commissioner (Handicrafts). Addl. Development Commissioner is the Director of the Grievance Cell and one officer of the level of Dy. Director has been assigned the task of hearing the public and staff grievances. The action taken on the complaints received is reviewed from time to time.

DETAILS OF SOCIETIES

Indian Institute of Carpet Technology (IICT), Bhadohi

The IICT, one of its kind in Asia, has been setup:

- To conduct B.Tech course in Carpet and Textile Technology, which is recognized both by AICTE, New Delhi and UP Technical University, Lucknow;
- To conduct Industry driven short-term courses in all relevant areas for the carpet industry;
- To provide testing facilities in yarn composition, fiber blends, colour matching and dying, carpet testing etc.;
- To conduct R&D in relevant areas in consultation with industry and also under takes specific consultancy assignments;
- To provide carpet designs to the industry and dying, carpet testing etc.;
- To conduct training in CAD, weaving, finishing, dying etc.; and
- The IICT included in All India Engineering Entrance Examination (AIEEE), 2004 for 2004-05 academic session.

Metal Handicrafts Service Centre (MHSC), Moradabad

The MHSC meets the international requirement of art metalwares sector in areas of post production finishing processes. It functions under the administrative control of Office of DC (Handicrafts) and is managed by Governing Council consisting of representatives of Government of India, Government of UP and representatives of trade and craft people.

The centre operates through following division:

- Electroplating shop
- Training
- Lacquering
- Powder coating
- Polishing shop
- Testing and Research Development Laboratory

Activities

During 2004-05, the MHSC provided the following services to the industry:

- Common facility services in lacquering powder coating silver plating, Anodizing sand;
● Blasting etc. to the art metalware industry of Moradabad;
● Training in finishing technologies for artisans and manufacturers; and
● Testing facilities for testing various parameters of finishes.

**Restructuring**

In view of requirement of Moradabad Metal Industries due to evolving technical scenario and to enable MHSC to compete with leading countries – China Taiwan, Korea, Pakistan and Philippines etc. the Office of Development Commissioner (Handicrafts) has taken a view that the centre may be restructured to meet the requirement of changed trends and give a fillip to the industry and help in increase of export. This will act as futuristic modal Service Centre and would go a long way in benefitting the Brass Art Ware industry of Moradabad. Thereby the entire activities of MHSC are being restructured.

The total cost of restructuring is Rs. 454.05 lakh. of which Govt. of UP has released Rs. 350 lakh. The following activities of the centre are to be restructured:

1. Upgradation of Laboratory
2. Restructuring of processing facilities
3. Technological research centre

The upgradation plan/restructuring work of MHSC is in full swing and the supply orders for purchase of Machine/Plant/equipments has been placed and civil work has almost been completed. Out of Rs. 104.90 lakh, Rs. 60 lakh has been utilized upto January 2005 and it is expected the entire will be utilized by the end of March 2005.

**National Centre for Design & Product Development (NCDPD), New Delhi**

● Located at Okhla, New Delhi with branch office at Moradabad;
● Registered as society under Societies Act, 1860 and is under administrative control of Office of the Development Commissioner (Handicrafts);
● The objective is to meet design and technology related needs of Hard Goods sector; and
● Project cost amounts to Rs.537 lakh.

**Bamboo & Cane Development Institute (BCDI), Agartala**

● It is being restructured to meet the entire need and requirement of bamboo industry in global context in the areas of HRD, technology upgradation R&D and common facility services;
● The Tripura Handicrafts & Handloom Development Corporation has been assigned the task of Management Consultancy for interim period till Society is formed by State Government to run the affairs of BCDI activities;
The Standing Finance Committee as well as Planning Commission have approved the project proposal for upgradation of BCDI at an estimate cost of Rs. 14.61 crore;

The Govt. of Tripura had allotted a land measuring 4.79 acres free of cost for construction of new BCDI Complex at Agartala;

The Institute now covers the areas of product innovation, skill upgradation and transfer of technology to the artisans working with Cane & Bamboo under a comprehensive page inclusive of design inputs;

The syllabus for training programme for skill upgradation of artisan restructured completely and made more broad based and training programme commenced; and

NBCC has been awarded the work for undertaking execution of construction work from concept to commissioning of the project. A sum of Rs. 3.15 crore has already been released to NBCC as initial deposit money as per signed MOU between Office of the Development Commissioner (Handicrafts) and NBCC in this regard.

Textiles and textile based activities continue to be the NER’s main source of employment and income generation after agriculture. The region is repository of a rich tradition and it is amply reflected in its textiles and textile based activities including handicrafts. The region’s woollen & silk fabrics including the exclusive Eri silks as well as cane/bamboo based crafts have now become popular not only in the country but also abroad on account of their uniqueness, quality and designs. However the absence of basic financial and infrastructure facilities continue to restrain production of these items on a commercial scale, with the result that they cater largely to a local market only.

Ministry of Textiles has recognized the immense potential of the region in handlooms, handicrafts sericulture and jute based products and to facilitate their development by formulating and implementing various plan schemes. These continuing on going plan schemes/programmes are expected to provide the requisite impetus for the preservation/continuation of not only traditional textile based activities including handicrafts but would also enable them up to face the challenges of globalization. Special policy incentives have been introduces for the NER like raising the share of Central Sponsored plan schemes as well as
strengthening of the North Eastern Handicrafts & Handlooms Development Corporation (NEHHDC) now under the administrative control of the newly created Department of North Eastern Region (DONER).

The plan expenditure in handicrafts sector incurred in NER during 9th plan (1997-98 to 2001-02) and 10th Plan (2002-03 to 2003-04) and Plan Outlay for NER in Annual Plan 2004-05 are at Tables 9.2 and 9.3.

**SPECIAL PACKAGE FOR JAMMU & KASHMIR**

During the visit of then Prime Minister to the State of Jammu & Kashmir in May 2002, a Special Package of Assistance was announced for that State. The contribution of textiles and handicrafts sector to that Package is approximately of Rs.70 crore. Of which the monitorable Action Plans for handicrafts sector was prepared for implementation of the Package at an estimated cost of Rs.60.95 crore during the 10th Plan. The action plan covers three broad segments:

1. Integrated development package for export promotion of carpet;
2. Integrated development package for export promotion of handicrafts (other than carpet); and

During 2003-04, Rs. 969.09 lakh was released to J&K State Handicrafts Development Corporation/ J&K Apex

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**Table 9.2**

Plan Expenditure on NER during 9th Five-Year Plan (1997-2002) and 10th Plan (2002-03 to 2003-04)  
(Rs. in crores)

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</thead>
<tbody>
<tr>
<td>1</td>
<td>Handicrafts</td>
<td>6.53</td>
<td>5.08</td>
<td>6.59</td>
<td>9.43</td>
<td>7.70</td>
<td>7.44</td>
<td>7.13</td>
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</tbody>
</table>

**Table 9.3**

Plan Outlay for NER in Annual Plan 2004-05  
(Rs. in crores)

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Sector</th>
<th>Total</th>
<th>NER</th>
<th>%age</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Handicrafts</td>
<td>103.00</td>
<td>21.90</td>
<td>21.26</td>
</tr>
</tbody>
</table>

The important handicrafts based schemes being implemented in the region are the Baba Saheb Ambedkar Hastshilp Vikas Yojana (BSAHVY), Design & Technical Upgradation, Export Promotion, Marketing Support & Service and Research & Development in Handicrafts.

The concept of involvement of Non Government Organisations (NGOs) in execution of plan schemes at the grass root level has been accepted and in the case of sectors like handicrafts almost 90% of the schemes are being operated through the NGO’s including that in NER.
Federation. During 2004-05 Rs.400 lakh has been allocated under Integrated Development Package for J&K, of which Rs.320 lakh has been incurred upto January 2005.

SPECIAL HANDICRAFTS TRAINING PROJECT (SHTP)

In pursuance of announcement made by the then Prime Minister on 15.08.2002, SHTP is being implemented by the Office of the Development Commissioner (Handicrafts). The programme would provide benefit to 10,000 artisans/weavers at a cost of Rs. 7.57 crore. During 10th Plan 2,200 artisans/weavers would be trained for carpet weaving and 7,800 would be on crafts other than carpet, through existing components of Guru Shishya Parampara under the Design & Technology. Up gradation scheme and training for carpets under the AHVY approved scheme. The implementation of SHTP would result in creation of a productive workforce resulting in enhanced production of handicrafts & an improvement in socio-economic status of artisan’s community as a whole.

Objectives

The objectives of the project are:

1. To upgrade the skill of existing as well as new craftspersons/carpet weavers;
2. To enhance employment opportunities;
3. To transfer skill of Mastercraft-persons to new trainees; and
4. To increase production base of crafts having high market demand.
During 2003-04 Rs. 85.27 lakh was incurred under SHTP. During 2004-05 Rs.350 lakh has been allocated under Special Handicrafts Training Project, of which Rs.130.62 lakh has been incurred upto January 2005. So far 3210 artisans have been trained under SHTP.

WORKSHED FOR HANDICRAFT ARTISANS

Objective
The scheme is primarily welfare oriented. It focuses on providing improved working conditions with emphasis on not only ample space for work, but also a well ventilated and healthy working environment to the handicraft artisans, leading to better productivity and enhanced contribution to the national economy. This scheme is being implemented in Jammu & Kashmir.

Component
This scheme provides for construction of workshed both in rural and urban areas with the minimum areas of 30 sq mtr. Financial assistance with the ceiling of Rs. 20,000 and Rs. 22,000 is available for rural and urban areas respectively.

During 2003-04, an amount of Rs. 59.27 lakh has been incurred and 968 worksheds have been sanctioned in J&K. During 2004-05, an amount of Rs.37.43 lakh has been incurred upto January 2005 as reimbursement.

ARTISANS’S CREDIT CARD (ACC)
The ACC scheme has been formulated to provide adequate and timely assistance from the banking institutions to the artisans to meet their credit requirements of both investment needs as well as working capital need in a flexible and cost effective manner. The scheme would be implemented both in rural and urban areas. It was targeted to issue 2 lakh cards in 2004-05, and all the State Governments and Banks were advised to play a pro-active role in achieving the target. So far 18,178 artisans credit cards have been issued.

ALL INDIA HANDICRAFTS BOARD
The All India Handicrafts Board is an advisory body under the Chairmanship of Ministry of Textiles with the Development Commissioner (Handicrafts) as Member Secretary, which advises the Government on matters pertaining to the development of the Handicrafts sector.

EVENTS

1. Young Craftpersons Competition-2004
The Competition was conceived as a special programme of the World Crafts Council, Asia Pacific Region to generate international awareness and appreciation of the dynamism of the living craft traditions of the Asia Pacific Region. The Award was launched in the year 2002 on biennial basis.
The YCC-2004 was hosted by India through the Office of Development Commissioner (Handicrafts), Ministry of Textiles and the Craft Council of India at Chennai on October 6-9, 2004 primarily with a view to generate awareness in India about the rich tradition in the entire Asia Pacific Region and the potential it holds in terms of generating sustainable employment opportunity. Besides Award Ceremony, other events like a three day International Jewellery Convention titled ‘Grass to Gold’ and an Exhibition of Seal of exquisite designer jewellery made not only out of precious metals but of other non-conventional materials were also organized.

2. UNESCO-Seal of Excellence Award

The “Seal of Excellence” Award supported by the United Nations Educational, Scientific and Cultural Organization [UNESCO] Office of the Regional Advisor for Culture in Asia and Pacific was started jointly with the Association of Southeast Asian Nations [ASEAN] Handicraft Promotion and Development Association [AHPADA] in the year 2002. India took the initiative to introduce the SEAL of Excellence approach for the Craft Community of the SAARC nations - Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka. This was agreed to during the WCC – Asia Pacific Assembly held in Dhaka in October 2003. A Regional plan of action was adopted to set up “UNESCO” – South Asian Seal of Excellence for Handicrafts Products. In order to maintain standard of quality, production excellence and to enhance international market awareness of handicrafts from the seven SAARC countries and to conform to standards of cultural environment, the Office of the Development Commissioner [Handicrafts] has been designated as an associate along with Craft Council of India in conferring the Seal of Excellence.

Award Ceremony was organized at Siri Fort Auditorium, New Delhi on 14.10.2004. The Hon’ble Minister of Textiles had conferred the awards on 35 products of 31 individuals/groups.

3. Shilp Guru Award (Heritage Masters)

The Award was conceived as a special programme coinciding with the Golden Jubilee Celebration of Handicrafts Resurgence in India in 2002. The Award is given as a part of recognition of the living legends of creativity for their excellence and contribution:

- In keeping alive the craft skills, in spite of social and economic vulnerability;
- In reviving the dying craft which is recognized by the community;
- In setting up of training institutions and conducting the community training of craftspersons has been invaluable; and
- In the welfare and development of crafts community and craft sector as a whole.
4. **An International Design and Product Development Workshops**

The 5 eco-friendly crafts workshops were organized in collaboration with the Crafts Council of India from October 13-22, 2004 at New Delhi where about 80 international & national craftspersons, designers and experts participated.

5. **Exhibition**

A landmark exhibition of the Masterpieces created by Shilp Gurus and selected product for Seal of Excellence Award were organized from October 13-22, 2004 at Handicrafts Bhawan, New Delhi.

6. **State Initiated Design Centres**

The financial assistance was sanctioned for setting up of state initiated design centres at Bhubaneshwar (Orissa), Lucknow (UP, Bhopal) (MP), Shantiniketan (W.B.), Bhuj (Gujarat) with a view to introduce integrated approach on handicraft specific package for business development and training inputs with focus on design and technology. The idea is to focus on young generation to provide them self-employment opportunity. In addition, the proposals for setting up of 7 SIDCs at Gwalior (MP); Khurja (UP); Kolkata (W.B.); Delhi; NIFT, Kolkata and Gandhi Nagar (Gujarat); and IIT, Roorkee have been sanctioned.