

CHAPTER X

HANDLOOMS



Vachitrapuri saree, Sambalpur. These were traditionally wedding sarees. They carry a combination of bandha and woven patterns. The woven patterns are stylized fish and rudraksh, typical of most Orissa sarees.

Handlooms constitute a timeless facet of the rich cultural heritage of India. As an economic activity, handlooms occupy a place second only to agriculture in providing livelihood to the people. The element of art and craft present in Indian handlooms makes it a potential sector for the upper segments of domestic and global market. However, the sector is beset with manifold problems such as unorganized production system, low productivity, inadequate working capital, conventional product range, weak marketing link, overall stagnation of production and sales and, above all, competition from powerlooms and mill sector. As a result of effective Government intervention through financial assistance and implementation of various

developmental and welfare schemes, the handloom sector, to some extent, has been able to tide over these disadvantages. The production of handloom fabrics has gone up to 6108 million sq. meters in 2005-06, from 500 million sq. meters in the early fifties. It is expected to reach 6871 million sq. metres in 2006-07. The sector accounts for 13% of the total cloth produced in the country (excluding clothes made of wool, silk and hand spun yarn).

Handlooms form a precious part of the generational legacy and exemplify the richness and diversity of our culture and the artistry of the weavers. Tradition of weaving by hand is a part of the country's cultural ethos. Handloom is unparalleled

in its flexibility and versatility, permitting experimentation and encouraging innovation. Weavers with their skillful blending of myths, faiths, symbols and imagery provide their fabric an appealing charm. The strength of Handlooms lies in innovative design, which cannot be replicated by the Powerloom Sector.

Production and Employment

During 2006-07 (up to October 2006), the handloom sector produced 3756 million sq. metres (Provisional), of cloth, up by 4% over the corresponding period of 2005-06. As per the joint census of Handlooms and Powerlooms 1995-96, 65.51 lakh persons are engaged in weaving and associated activities in the handloom sector.

Development and Welfare Programmes

The Office of the Development Commissioner for Handlooms has been implementing, since its inception in 1976, various schemes for the promotion and development of the handlooms sector and is providing assistance to the handloom weavers. Some of the major programmes relate to:

- a) Sustenance of Employment
- b) Modernisation and Upgradation of Technology
- c) Input Support
- d) Marketing Support
- e) Publicity
- f) Infrastructural Support
- g) Welfare Measures
- h) Integrated Cluster Development Programme
- i) Development of Exportable Products and their International Marketing
- j) Research & Development.

The various schemes being implemented by the Office of the Development

Commissioner for Handlooms address the needs of the weavers who belong to disadvantaged social strata and occupational groups which are at the bottom of the economic hierarchy. Concerted efforts are being made through the schemes and programmes to increase production, productivity, and the efficiency of weavers and enhance their income and socio-economic status by providing skill up-gradation, infrastructure and input supports to them.

ONGOING SCHEMES AND PROGRAMMES

Deen Dayal Hathkargha Protsahan Yojana (DDHPY):

The Deen Dayal Hathkargha Protsahan Yojana (DDHPY) was launched on April 1, 2000, to provide assistance to handloom weavers in an integrated and comprehensive manner and will continue till March 31, 2007.

This Centrally sponsored scheme had an outlay of Rs.257.00 crores of Central assistance during the Xth five year plan period. The scheme takes care of a wide gamut of activities such as provision of basic inputs like looms and accessories, working capital assistance, product development assistance, the infrastructure, institutional equipment and marketing support, both at micro and macro levels, to the handlooms organizations. The handlooms organizations located in North East Region and Jammu & Kashmir also get transport subsidy for transporting finished handlooms products to their own outlets outside the States and to participate in events approved by the Office of the Development Commissioner for Handlooms.

Before DDHPY, most of the schemes benefited only weavers who were under the cooperative fold. DDHPY covers weavers both under the cooperative and the non-cooperative fold. The national and

state level handloom organizations, primary societies, self-help groups, etc., get benefit under the scheme. There is a focused emphasis on the purchase and modification of looms, design support to facilitate product diversification, productivity enhancement and marketability of handlooms products. The handlooms agencies get assistance to install CAD/CAM systems, and can also avail services of designs and fabric as per requirement of both the domestic and international markets.

The Apex handloom organizations at State level and State Handloom Development Corporation need strengthening. Therefore, a component was provided in the scheme to restructure such organizations through bankable projects, which are cleared by the Ministry of Textiles. To improve the quality of finished products, financial assistance is extended to handlooms agencies to augment infrastructure, which includes setting up of processing houses with bleaching, dyeing, finishing and other facilities, effluent treatment plants and common facility centers.

The grant under this Centrally Sponsored Scheme is shared between the Centre and the States in the ratio of 50:50, except in the case of North Eastern States, Jammu & Kashmir, Uttarakhand and Himachal Pradesh, where the funding pattern is in the ratio of 90:10. In case of agencies which have 100% members from SC/ST/Minorities/Women, the funding pattern is in the ratio of 75:25. However, the assistance for marketing incentives, under the scheme, is in the ratio of 50:50 between the Centre and State Governments, irrespective of category of States.

During 2006-07, Rs. 6748.00 lakhs were earmarked for disbursement of grants under DDHPY to States excluding those in North Eastern Region (NER). Of this, Rs. 5022.34 lakhs was released up-to February 19, 2007, under basic input and marketing

incentive components of the DDHPY, and the target is expected to be achieved. For North Eastern States, against the provision of Rs.1850.00 lakhs, up-to January 16, 2007, Rs. 555.98 lakhs were utilized under the basic input and marketing incentive components of the DDHPY. It is expected that by March 31, 2007, Rs. 700.00 lakhs will be incurred in the NER.

Input Support Scheme

The Handloom Sector is largely dependent on the organized mill sector for the supply of the principal raw-material, i.e., yarn. This sector uses the bulk of its yarn in the form of hanks. The Central Government ensures regular supply of yarn to the handlooms sector by enforcing the Hank Yarn Packing Notification by making it obligatory for spinning mills to pack a prescribed percentage of the yarn produced by them in hank form.

Mill Gate Price Scheme

The scheme was introduced in 1992-93, to provide all types of yarn to handlooms weavers' organizations at the Mill Gate Price. The National Handloom Development Corporation (NHDC), a public sector undertaking, is the authorized agency to implement the scheme. The scheme provides benefit to the following organizations and their member weavers:

- All Handloom organizations of National/State/Regional/Primary level.
- Handloom Development Centres.
- Handloom producers/exporters/manufacturers registered with HEPC/ any other export promotion council under the Ministry of Textiles/Director of Industries/Handlooms of the State/ Union Territories.
- All approved handloom export houses/trading houses/star trading houses.



- Member of recognized/approved Handloom Associations.
- NGOs fulfilling CAPART norms.
- Any other agency approved by the Office of the Development Commissioner (Handlooms).

The Scheme covers all types of yarn required for the production of handlooms items, and it was revised recently, and reimbursement to the depots operating expenses were increased from the existing 1% to 2.5% of the turnover. Besides, 273 new yarn depots were established throughout the country in 2006-07.

The publicity of the scheme through newspapers, pamphlets and hand bills, posters, wall paintings and buyer-sellers meets, etc., is done by National Handloom Development Corporation. The expenses are reimbursed by the Office of the Development Commissioner for Handlooms.

The Government of India provides the entire expenditure under the Scheme. The yarn is arranged by NHDC from the mills as per the requirement of the user agencies and transported to the godown of the agency. The freight reimbursement rates reimbursed to the user agencies are at Table 10.1.

Besides, NHDC pays depot operation charges @ 2.5% of the value of yarn, wherever the yarn is supplied to weavers through yarn depots. Further there is a provision for supply of yarn to the

weavers in the remote areas through mobile vans for 20 days in a month. The expenditure involved for operating the mobile van is reimbursed, subject to a maximum of @ Rs.1500/- per day per van, by NHDC.

The expenditure incurred by NHDC on this yarn transaction is reimbursed by the Government of India. The rate of reimbursement is given below:

- | | |
|---|---------------------|
| (i) Other than silk and jute yarn | — 3.5% of the value |
| (ii) Silk Yarn of all types | — 2% of the value |
| (iii) Jute yarn and its blends in which the proportion of Jute is more than 50% | — 10% of the value |

NHDC gets an additional reimbursement of 1.5% of the value of yarn, wherever NHDC supplies yarn through yarn depots. Thus, the above mentioned rates of reimbursement are enhanced as follows:

- | | |
|---|----------------------|
| (i) Other than silk and jute yarn | — 5.0% of the value |
| (ii) Silk Yarn of all types | — 3.5% of the value |
| (iii) Jute yarn and its blends in which the proportion of Jute is more than 50% | — 11.5% of the value |

Table 10.1

Item	Plain area	Hills/remote Area	NE Region
Other than Silk/Jute yarn	1.00%	1.75%	3.00%
Silk Silk Yarn	1.00%	1.25%	1.50%
Jute/Jute Blended yarn	7.00%	8.00%	8.50%

During 2002-07 (up to January 31, 2007), Rs.4588.77 lakhs had been released to NHDC under this scheme. The year wise details of releases are at Table 10.2:

Table 10.2

Year	Amount (Rs. in lakhs)
2002-03	800.00
2003-04	1200.00
2004-05	1150.00
2005-06	738.77
2006-07 (upto January 31, 2007)	700.00

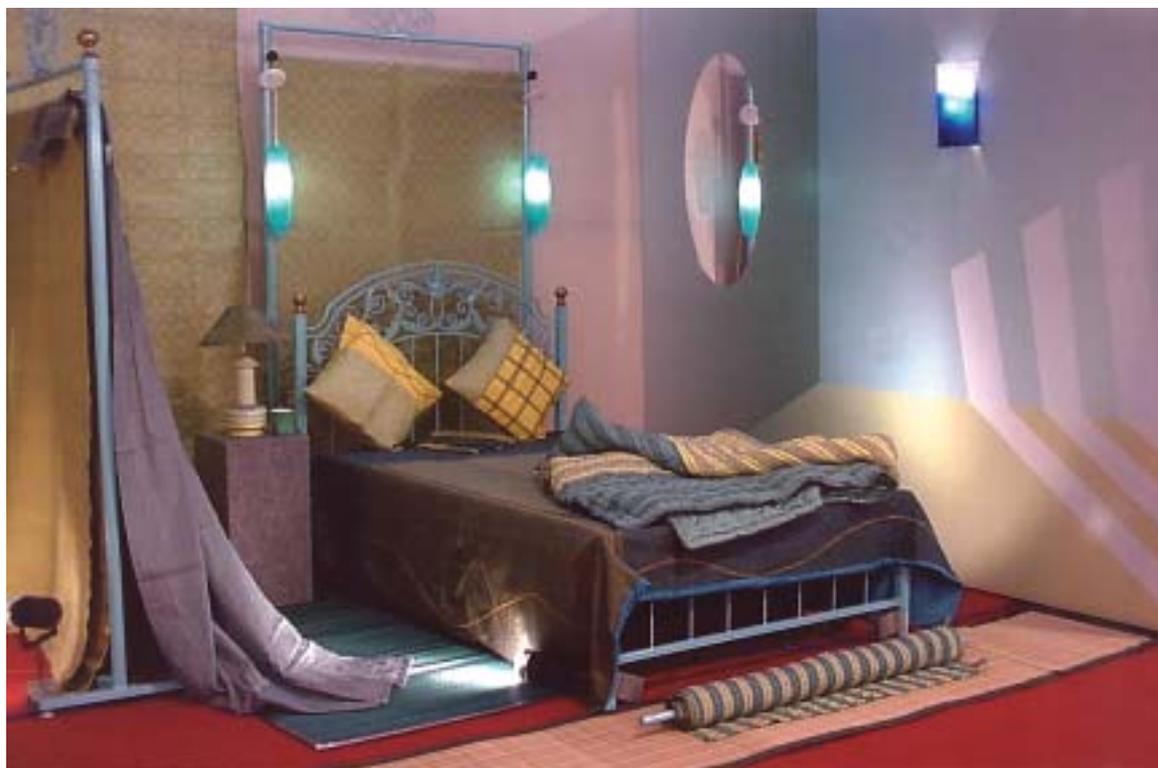
Under the scheme, supply of yarn had increased from 49.42 lakh kg. in 1993-94 to 315.18 lakh kg. (Provisional) in 2006-07 (up to January 20, 2007).

Design Development and Training Programme

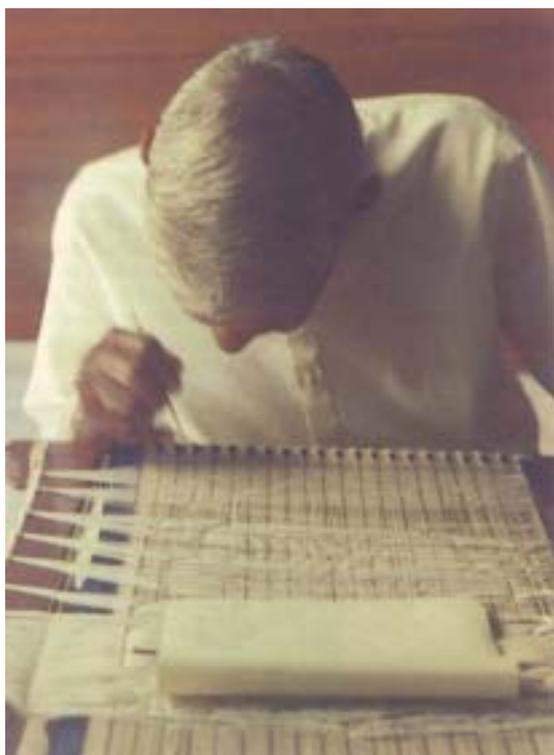
To ensure a holistic and integrated approach to design development and skill upgradation in the Handlooms Sector, a comprehensive Design Development and Training Programme was formulated during the Xth five year plan by merging various schemes including Decentralised Training of Weavers Scheme and Design Exhibition-cum-Dyeing Workshop of the IXth five year plan.

Design Exhibition-cum-Dyeing Workshop

The Weaver Service Centres are organizing Design Exhibition-cum-Dyeing Workshops from 1995-96 to create awareness about the services available, and impart dyeing techniques and design development in the weavers' clusters. The Design Exhibition-cum-Dyeing Workshops are regularly organized in handlooms clusters by the



Handlooms displayed at Tantavi 2005-06



Naksha tying for brocades - Varanasi. The art of creating the thread Jacquard, jala, in Varanasi, is an ancient technique. It has been used for the Pre-Mughal period and continues to be used even today for raising the warp threads so as to facilitate the weaving of brocades.

Weavers Service Centres to provide and propagate modern dyeing techniques and making available designs at the doorsteps of the weavers.

During 2005-06, 225 Design Exhibition-cum-Dyeing Workshops were conducted, and during 2006-07, 245 Design Exhibition-cum-Dyeing Workshops were sanctioned, of which 124 Design

Exhibition-cum-Dyeing Workshops were organised till January 31, 2006.

Integrated Handloom Training Project (IHTP)

In pursuance of the then Prime Minister's announcement on Independence Day 2002, an Integrated Handloom Training Project (IHTP) was introduced for the comprehensive skill upgradation of weavers and workers working in the handlooms sector. During 2005-06, there was a provision to train 13000 weavers. Against this 11780 weavers were trained and training of remaining is in progress. For 2006-07, against the target of 13000 weavers, funds were released to train 11,040 weavers.

Workshed-cum-Housing Scheme for Handlooms Weavers

The Workshed-cum-Housing Scheme is a Centrally Sponsored Scheme for handloom weavers. It was introduced at the beginning of VIIIth five year plan, i.e., 1985-86. The scheme provides for a suitable work place and dwelling units to improve the working environment of weavers. The State Handloom Development Corporations, Primary Societies, or any other specialized agency set up by the concerned State Government to execute such projects, are the implementing agencies for the scheme.

The present funding pattern under the Workshed-cum-Housing Scheme is at Table 10.3.

Table 10.3

Component	Unit Cost (in Rs.)	Maximum Subsidy (in Rs.)	Loan from HUDCO/FIs (in Rs.)	Weavers Contribution (in Rs.)
Rural Workshed	9000	7000	-	2000
Urban Workshed	14000	10000	-	4000
Rural Workshed-cum-House	35000	18000	14000	3000
Urban Workshed-cum-House	45000	20000	20000	5000

During the IXth five year plan, Rs.6286.54 lakhs was released for construction of 63,853 units of Rural/ Urban Worksheds/ Workshed-cum-House under the scheme.

For the Xth five year plan, Rs. 70.00 crores was earmarked. Rs. 5791.34 lakhs was released during 2002-06, for the construction of 77, 453 units. There is a budget provision of Rs. 1250 lakhs in 2006-07, of which Rs. 550.00 lakh has been earmarked for the North Eastern States. During 2006-07 (up-to February 19, 2007), Rs. 1250.00 lakh was released to various State Governments as the second installment of the earlier sanctioned projects, this includes Rs.550.00 lakhs released to the NER.

Weavers' Welfare Scheme

The Government of India is implementing a Weavers' Welfare Scheme which includes Health Package, Thrift Fund and New Insurance for handlooms weavers. During 2005-06, in pursuance of the announcement made in Budget 2005-06, a Health Insurance Scheme for handlooms weavers was introduced in place of the earlier Health Package Scheme.

Thrift Fund Scheme for Handloom Weavers

The Thrift Fund Scheme for Handlooms Weavers was introduced in the VIIth five year plan as a social welfare measure. The scheme envisaged the creation of a fund in the nature of a provident fund to meet expenses towards weaver's children education, marriage, and religious ceremonies. As per the present funding pattern, 8% of wages is contributed by the weavers, 4% each by the Central and State Governments.

During 2005-06, Rs. 800.00 lakhs were earmarked for the Weaver Welfare Scheme

and Rs. 880.00 lakh released to various State Governments, of which Rs.380.00 lakh were released to NER. For 2006-07, Rs. 1000.00 lakh was allocated for the Weavers Welfare Scheme and Rs.944.31 lakh were released up to February 19, 2007, covering 1,39,101 weavers.

Health Insurance Scheme

The Health Insurance Scheme for handloom weavers was launched on November 3, 2005, in pursuance of the announcement made by the Hon'ble Finance Minister in the Budget 2005-06. ICICI Lombard General Insurance Company is implementing the scheme.

The Health Insurance Scheme aims to financially enable the weavers' community to access the best healthcare facilities. The scheme covers the weaver, his wife, and two children, at a premium of Rs.1000, of this Rs. 800.00 is contributed by the Government of India, and Rs. 200.00 by the weaver. The annual coverage/ benefits per family is Rs. 15,000, of which the OPD cover is Rs. 7500/-.

During 2005-06, Rs. 26.73 crores, were released to ICICI Lombard as Central Government Share of premium. During 2006-07 (April-July 2006), 56,690 weavers were covered. A total of 2,97,558 weavers have been covered under the scheme from November 2005 to July 2006. For 2006-07, Rs. 17.00 crores were released till February 19, 2007 to cover 184302 new, and renewal cases.

Mahatma Gandhi Bunkar Bima Yojana (MGBBY)

The Bunkar Bima Yojana for handloom weavers had been in operation since 2003-04. During 2005-06, a modified Bunkar Bima Yojana titled Mahatma Gandhi Bunkar Bima Yojana (MGBBY) was launched in pursuance of announcement made by Hon'ble Finance Minister in the budget 2005-06.



The scheme (MGBBY) was launched on October 02, 2005, to provide insurance cover to the handloom weavers in case of natural as well as accidental death with a reduced premium. The Scheme is being implemented through Life Insurance Corporation of India (LIC). The annual premium is Rs. 330/-, of which Government of India's share is Rs.150/-, Weaver's share is Rs. 80/-, and LIC's share is Rs. 100/- per annum. Under this scheme, the sum assured is Rs.50,000/- for natural death and Rs. 80,000/- for accidental death. During 2005-06, Rs. 3.15 crores were released towards the Central Government share of premium to LIC, and 1,96,337 weavers were covered under the Mahatma Gandhi Bunkar Bima Yojana.

During 2006-07, 1,02,428 weavers were covered from April 2006 - January 2007, and 2,98,765 weavers were covered under the scheme from October 2005 to January 2007. During 2006-07, Rs.3.00 crores were earmarked for the scheme and Rs.2.40 crores were sanctioned to the LIC as Central Government's share of premium.

Handloom Export Scheme

Handlooms, due to flexibility of production, uniqueness of designs, constant scope for innovation, eco-friendliness, adaptability, and, above all, the element of rich artistry, have the potential to contribute towards the country's export earnings in a big way. The Government is taking all possible steps to enhance production capabilities of exportable handlooms products.

The Handloom Export Scheme was operationalised in the Xth five year plan to give impetus to the export of handloom fabrics, made-ups and other handloom items. The scheme covers the development of exportable products, publicity, and international marketing. The financial assistance under the scheme is extended

to the viable National and State Level Handlooms Corporations, Apex Cooperative Societies and Primary Handlooms Weavers Cooperative Societies. Private Handlooms Exporters are also assisted under the Scheme, Export Projects are sanctioned to implementing agencies for design development, product diversification, skill upgradation, loom upgradation, publicity, marketing of exportable products through participation in international exhibitions/ buyer seller meets, etc. The financial assistance is also given to apex organizations like Handlooms Export Promotion Council (HEPC), Association of Corporations & Apex Societies of Handlooms (ACASH), etc., to coordinate the participation of their member agencies/ exporters in international exhibition, buyer seller meets, etc.

A provision of Rs. 26.00 crores was made to implement the Handloom Export Scheme during the Xth five year plan. From 2002-03 to 2006-07 (till January 2007), 57 Export Projects were sanctioned and Rs.802.42 lakhs were released to various agencies, covering 3942 weavers. During the same period, financial assistance of Rs. 1165.20 lakh was released for participation in 47 International trade events to the Handloom Export Promotion Council (HEPC), Association of Corporations & Apex Societies of Handlooms (ACASH) and Handicrafts and Handlooms Export Corporation of India Ltd (HHEC).

Marketing Promotion Programme

To provide marketing support to handloom agencies and individual weavers, the Office of Development Commissioner for Handlooms assists the State Governments/implementing agencies in organizing National Handlooms Expos/ Special Expos, District Level Events, Crafts Melas, setting up a Marketing Complexes, Urban Haats, etc., in different parts of the

country. For this purpose, financial support is provided to implementing agencies as recommended by the State Governments towards infrastructure, publicity, etc. These activities are supportive to handloom agencies, weavers, and also the consumers.

During 2005-06, 47 National Handlooms Expos/Special Expos, 262 District Level Events, 5 Crafts melas and 1 Master Creation Programme were organized in different parts of the country. In addition, during 2005-06, 5 Urban Haats were also approved and an amount of Rs. 1146.83 lakhs was released under the Marketing Promotion Programme, against a budget provision of Rs. 1395.00 lakhs.

For the year 2006-07, a budget provision (BE) of Rs.1050.00 lakhs (General Budget) and Rs.500.00 lakhs (NER States) was made. As on January 31, 2007, Rs.1366.00 lakhs (Rs.1044.00 lakhs for General and Rs.322.00 lakhs for North East Region) was sanctioned and Rs.1255.00 lakh was released. The target for District level events was increased from 300 in 2005-06 to 350 in 2006-07 and the target for National/Special Handlooms Expos was fixed at 50 for 2006-07. The approval was granted to organize 13 National Handloom Expos, and 47 Special Handlooms Expos against the target of 50 and 311 District level events against the target of 350.

The Office of Development Commissioner for Handlooms assists participation of weavers in the Craft Mela at Shilpgram (Udaipur); Surajkund (Haryana), Shilpramam (Hyderabad), Taj Mahotsav (Agra), Patiala Craft Mela (Punjab) and Master Creation Programme at Dilli Haat, New Delhi. This office extends financial assistance and sponsors weavers to sell their products in these melas.

Handloom Mark

The Handloom Mark was launched by Dr. Manmohan Singh, Hon'ble Prime

Minister on June 28, 2006. Handloom Mark will serve as a guarantee for the buyer that product being purchased is genuinely hand woven, and provide a distinct identity to the handloom products, both in India and abroad. The Textile Committee is the Implementing Agency for Handloom Mark.

The individual weavers, master weavers, handloom cooperative societies, handlooms corporations, retailers and exporters are the intended beneficiaries under the programme. It is proposed to hold Workshops in State capitals/major handloom centres, Cluster level Seminars in identified clusters, training programmes during 2006-07, to sensitise the stakeholders. Besides, adequate publicity of the scheme, through print and electronic media, will be undertaken. Till January 31, 2007, 1031 beneficiaries were registered; 10.41 lakh Handloom Mark labels were sold; 31 workshop/ seminars were conducted and four cycles of advertisements in National and Regional newspapers in English, Hindi and vernacular languages had been released to popularize the scheme.

Implementation of Handlooms (Reservation of Articles for Production) Act, 1985

The Handlooms (Reservation of Articles for Production) Act, 1985 aims to protect millions of handlooms weavers from the powerlooms and the organized mill sector. Presently, eleven categories of textiles articles are reserved under the provisions of the Act vide Handloom Reservation Order No. S.O. 557(E) dated July 26, 1996, as amended vide Order No. S.O. 408 (E) dated June 2, 1999, and S.O. 405 (E) dated April 25, 2000. The physical and financial progress of implementation of the Handlooms (Reservation of Articles for Production) Act, 1985 by various agencies during 2002-2007 (December 31, 2006) is at Table 10.4.



Table 10.4

Sl. No.	Physical Progress	2002-03	2003-04	2004-05	2005-06	2006-07 (upto Dec. 2006)
1	Targets of P/L inspections	1,50,000	1,64,250	1,82,280	1,91,387	2,00,949
2	No. of P/Ls inspected	1,77,636	1,53,086	1,88,588	2,14,062	1,24,639
3	No. of FIRs lodged	29	18	10	33	25
4	Convictions	33	15	7	10	08
5	Cases in pipeline	-	-	38	49	55

The Central Government provided assistance to the States/Union Territories to ensure effective implementation of the Act. The scheme became non-plan from 2003. The detail of the Central Assistance during 2002-2007 (till January 31, 2007) is at Table 10.5.

Research and Development

Handlooms are part of our cultural heritage, and its preservation will ensure continuation of this cherished heritage. The Research & Development is an essential tool to keep pace with the fast evolving changes and therefore Research & Development has been adopted as a strategy to have a regular feed-back on economic, social,

aesthetic, technical and promotional aspects of handloom sector with the help of expertise of reputed Research Institutes and other professional/voluntary organizations, Non Governmental Organizations registered under any of the Statutory Acts, Universities, IIHTs/WSCs having basic infrastructural facilities to effectively implement the scheme through studies, need based survey, Research & Development, etc.

During 2005-06, Rs.26.50 lakh was released to different organisations under the scheme and in 2006-07, Rs.35.00 lakh was allocated under the R&D scheme and Rs.7.55 lakhs released up to February 19, 2007.

Table 10.5

Sl.No.	Name of the State	Amount released (Rs. In Lakh)				
		2002-03	2003-04	2004-05	2005-06	2006-07
1	Andhra Pradesh	17.94	-	-	14.58	11.09
2	Haryana	6.05	7.68	5.60	-	-
3	West Bengal	-	18.89	-	19.66	-
4	Gujarat	18.66	39.25	19.19	34.18	-
5	Rajasthan	8.73	10.11	23.41	4.19	-
6	Kerala	-	-	-	-	-
7	Madhya Pradesh	6.88	5.99	7.20	6.23	-
8	Tamil Nadu	61.74	38.07	64.60	41.16	-
9	Bihar	-	-	-	-	-
	Total Exp.	120.00	120.00	120.00	120.00	11.09
	Budget	120.00	120.00	120.00	120.00	150.00

Handloom Export Promotion Council

The Handloom Export Promotion Council, registered under the Companies Act, 1956 was constituted in 1965 by the Government of India as the nodal agency for export promotion efforts. The Handlooms Export Promotion Council provides a wide range of services which include:-

- Dissemination of trade information & intelligence;
- Publicity abroad of Indian handlooms products;
- Organization of business missions/ buyer seller meets and participation in International trade events;
- Consultancy and guidance services for handloom exporters;
- Liaisoning with the Government of India on all procedural and policy matters relevant to the handlooms export trade;
- Dealing with trade complaints pertaining to handloom exports;
- Liaisoning with the commercial agencies abroad for augmentation of handlooms exports;
- Facilitating product diversification and adaptation to meet modern market requirements;
- Providing impetus to modernization of handlooms for the export market; and
- Providing design inputs to promote export of handlooms products.

The cotton handlooms fabrics and made-ups occupy a place of eminence in the markets of USA, UK, Germany, France, Sweden, Belgium, Netherlands, Japan and Australia. The main item is home

furnishing, which constitutes about 90 % of total handlooms exports. The details of export of cotton handlooms fabrics and made ups are at Table 10.6.

Table 10.6

	Rs. in Crore	Million US\$
2000-01	2127.45	466
2001-02	2064.94	433
2002-03	2633.27	544

National Centre for Textiles Design (NCTD)

The National Centre for Textiles Design was set up in January 2001, at the Handlooms Pavilion, Pragati Maidan, New Delhi to promote traditional and contemporary designs to make the textiles industry, particularly the handlooms sub-sector, responsive to the rapidly changing market demands.

Activities

- (A) **On-line** activities includes the dissemination of information relating to textiles design through the website www.designdiary.nic.in. The site is divided into components. The business service components include International and Indian design trends and colour forecast, design pool, and cyber yellow pages. The components of general interest includes Handcrafted Textiles of India, the Panel of Textiles Designers and linkages to other textiles related sites.
- (B) **Off-line activities** include holding of Special Exhibitions on a sustained basis to increase public awareness about handlooms products.

The exhibitions of NCTD are held under the title Tantavi (a Sanskrit word which means - of the loom), which is also the registered trademark of NCTD.



The Tantavi Series

(a) Structure fabrics (First Series)

The exhibition Tantavi-2001 was based on 212 exclusive handloom fabrics, under the theme Structure. It was organized in Delhi, Kolkata, Mumbai, Hyderabad, Bangalore and Chennai from December 2001 to March 2002. Due to the success of Tantavi, the Handloom Export Promotion Council (HEPC) exhibited these fabrics in prestigious events at Sydney, Jakarta and Milan. Tantavi-2001 was also organized in Varanasi, Bhagalpur, Karur, Bagalkot, Ahmedabad and Panipat from October 2002 to March 2003 to provide an opportunity to the weavers and exporters in these centres to experience, and benefit from this exclusive and exquisite range of handlooms textiles.

(b) Patterned fabrics (Second Series)

The Second Series of exhibition Tantavi-2003 displayed 193 exclusive patterned handloom fabrics developed by 24 Weavers Service Centres. The eco-friendly fabrics were fabricated from natural fibres like cotton, wool, silk, jute, linen, etc. Home furnishings and apparels designed from these fabrics by HHEC (Handicrafts & Handlooms Export Corporation of India Ltd.), AIHFMCS & NIFT were displayed. Tantavi-2003 was organized in Delhi, Mumbai, Hyderabad, Bangalore, Chennai, Kolkata and Guwahati from December 2003 to March 2004 and also at Cannanore, Coimbatore, Bhubaneshwar, Jaipur and Meerut from September 2004 to December 2004.



Shri Shankersinh Vaghela, Hon'ble Minister of Textiles inspecting a handlooms product during Tantavi 2005-06 at Handlooms Pavilion, New Delhi.

(c) Coloured Structures & Pattern Fabrics (Third Series)

NCTD organized the third series of Tantavi 2005-06 based on coloured structures, patterns and textures developed by Weavers Service Centres. 142 samples were finally produced. Out of these yardages, made ups, apparels and accessories were made by the National Institute of Fashion Technology (NIFT). These were showcased at Delhi, Mumbai, Bangalore and Chennai from December 2005 to January 2006.

Other Exhibitions

NCTD also participated in the following exhibitions:-

- North East Trade Fair -2006 from March 7-14, 2006
- **Panchmahabhoota** based on the designs developed by designers of Weavers' Service Centres was organised at Handlooms Pavilion from November 14-27, 2006.

Weavers' Service Centres (WSC)

Twenty five Weavers' Service Centres are functioning under the Office of the Development Commissioner for Handlooms. They play a vital role in conducting research and development, training of weavers, upgrading the skill and productivity of weavers. They have developed new designs and revived traditional ones. WSCs primarily render extension services, which involve the transfer of design inputs, skills and technology to weavers.

Indian Institutes of Handloom Technology (IIHT)

The Indian Institutes of Handloom Technology provide qualified and trained manpower to the handlooms sector and undertake experimental and research

programmes on all aspects related to the handlooms industry. There are four IIHTs at Varanasi, Guwahati and Jodhpur in the Central Sector and three IIHTs at Venkatagiri (Andhra Pradesh) Gadag (Karnataka) & Champa (Chhattisgarh) in the State Sector.

Association of Corporations and Apex Societies of Handlooms (ACASH)

ACASH is a central marketing organization of the national level, state level and inter-state level handloom development corporations and apex handloom cooperative societies. ACASH was registered in June 1984, as a society under the Societies Registration Act, 1860 to coordinate and promote marketing in the Handloom Sector. The Government of India has appointed ACASH as a nodal agency for supply of handloom goods to be purchased by Central Government Departments/Agencies/Public Sector Undertakings under Single Tender System (STS). The National and State level handloom corporations and apex societies whose names have been notified by the Office of the Development Commissioner for Handlooms for production and supply of handloom goods through ACASH, are members of ACASH. ACASH is also helping in the promotion of handloom exports by participation in international exhibition.

Supply of handlooms items to Central Govt. Ministries/Depts./PSUs under Single Tender System

During 2005-06, ACASH received orders of Rs.2286.30 lakhs and executed orders worth Rs.2717.12 lakhs. During 2006-07 (till February 19, 2007), ACASH received orders worth Rs.2622.15 lakhs and executed orders for Rs.2197.74 lakhs.

Handloom Expos/Exhibitions

INDIA WEAVES 2005

ACASH organized National Handloom Expo, namely, India Weaves 2006 at Dilli



Haat, New Delhi from October 24 to November 6, 2006. 158 handloom agencies from various parts of the country participated, and sales of Rs.395.00 lakhs were achieved.

HANDLOOMS 2006

ACASH organized Handlooms 2006, coinciding with India International Trade Fair, at Handloom Pavilion, Pragati Maidan from November 14-27, 2006, wherein forty handloom agencies from various parts of the country participated and registered a sale of Rs.92.89 lakh.

Shawl Show 2006

ACASH organized a special exhibition called Shawl Show 2006 at Handloom Pavilion, Pragati Maidan from 16th to 31st December 16-31, 2006. 50 handlooms agencies from various parts of the country participated. Total sales achieved was Rs.104.91 lakhs.

Sarees of India

ACASH organized an exhibition called Sarees of India at Handloom Pavilion, Pragati Maidan from January 12-28, 2007. 50 handloom agencies from various parts of the country participated, and achieved sales of Rs.85.50 lakhs.

All India Handloom Fabrics Marketing Cooperative Society Ltd. (AIHFMCs)

AIHFMCs, New Delhi is a National Level Cooperative Society, presently governed under the Multi-State Cooperative Societies Act, 2002. The main objective of the Society is to provide marketing services to the handloom sector organising by sales of handloom products both in domestic and export markets. The society has set up 24 Retail out-lets, which are popularly known as HANDLOOM HOUSE. The Society has set up export houses at NOIDA, Salem and Chennai and

showrooms at Singapore and Mauritius for giving an impetus to marketing of Indian handloom products in the foreign markets.

The affairs of the Society are administered by an elected Board of Directors consisting of representatives of the State Level Apex/Regional/Primary Handloom Weavers Cooperative Societies.

The Membership of the Society consists of State Level/Regional Level Apex Handloom Weavers Cooperative Societies ('A' Class), Primary Level Handloom Weavers Cooperative Societies ('B' Class) and Public Trusts, Government owned/controlled organizations engaged in production and sale of handloom products etc. ('C' Class). During 2005-06, the total number of shares were 1,44,726 against 1,46,623 in 2004-05. The paid up capital of the Society was Rs.781.57 lakh during 2005-06 as compared to Rs.791.05 lakh in 2004-05.

National Handicrafts & Handlooms Museum (NHHM)

The National Handicrafts and Handlooms Museum, also popularly known as Crafts Museum is located at Pragati Maidan, New Delhi. It is a subordinate office under the Office of Development Commissioner for Handlooms, Ministry of Textiles. It promotes public awareness of India's ancient traditions of handicrafts and handlooms and provides an interactive forum for the crafts persons, designers, exporters, scholars and public and helps the craftsmen with marketing platform and serves as a resource center for the Indian handicrafts and handlooms. The collection, conservation, preservation of crafts specimen, revival, reproduction and development of art and craft are the basic activities of the Museum.

Museum Collections

The Museum has a collection of over 32,000 artefacts and a repertoire of sample

designs of marble inlay drawings, furniture drawings, samples of sari designs from Manchester, Samples of Parsi embroidery and chicken embroidery. The artefacts consist of a range of quotidian items, ritual accessories, wood carvings, painted and papier-mache dolls and toys, puppets, masks, folk and tribal paintings and entire spectrums of traditional Indian textiles. These are exhibited in folk and tribal art gallery, temple gallery, courtly crafts gallery, Bhutia Gallery and textiles gallery. The rest of collections are kept in the reserve collections store.

Physical verification of the art objects

A committee of non-official members has been constituted for Comprehensive Scientific Physical Verification of art objects in the Museum. The work of physical verification had started on October 17, 2005, and 18000 objects were physically verified and 4000 objects digitally photographed.

Craft demonstration programme

The Museum reinvigorates the weakening links of traditional handicrafts and handlooms through regular craft demonstration programmes organized round the year except during the monsoon season. Craftsmen from all over the country, are invited for the Craft Demonstration Programme to demonstrate their skills in the respective craft and also to sell their products. During April to December 2006, around 224 Craftsmen from various States came for participation in the Crafts Demonstration Programme and around 30 craftsmen performed of their skill. In the remaining three months of 2006-07, 150 Craftsmen and 15 performers are to be invited.

Research and Documentation

The Research and Documentation of traditional Indian Handicrafts and

Handlooms is an important activity of the Crafts Museum. Under this scheme, Museum provides funds for scholars to undertake fieldwork to document the traditions of Handicrafts and Handlooms, including folk & tribal arts.

The Sub-Committee for Research and Documentation has been re-constituted. During April - December 2006, the documentation of 224 craft persons, who participated in Crafts Demonstration Programme of the Museum, was completed and documentation of 150 craft persons who will participate in Crafts Documentation Programme of the Museum in the remaining three months of 2006-07, will be completed.

Progress

From April - December 2006, the entire décor of Folk and Tribal Gallery and Courtly Crafts Gallery was re-done. In both the galleries new showcases were erected to display the collection of North-Eastern States, ivory and wood carving respectively.

Village Complex

The Museum's Village Complex is a replica of rural India with structures of village dwellings and courtyards from various part of country. The complex was set up in 1972 as a Rural India Complex. The complex is spread over nearly seven acres within the Museum Complex. The Complex displays typical huts, from various regions of the country, walls and courtyards decorated with traditional "folk painting". The Complex includes:

Kulu Hut (Himachal Pradesh), Meher Hut (Sourashtra, Gujarat), Gadbha Hut (Orissa) Banni Hut (Gujarat), Madhubani courtyard (Bihar) Adi Hut (Arunachal Pradesh), Nicobar Hut (Andman & Nicobar Islands), Typical Courtyard of a Hut (Jammu &



Kashmir), Rabha Hut of Assam, Naga Hut, Konyak 'Morung' or Traditional Men's House (North Nagaland), Toda Hut (Tamilnadu) and Gond Hut (Madhya Pradesh), Shrine of Devanarayan (Rajasthan) and Bengal Courtyard (West Bengal).

The huts have been recently renovated.

The following three open-air theatres have been developed in the complex:

- Kadambari theatre
- Saranga theatre
- Angan Manch theatre

These are used for staging folk performances representing different regions of the country.

Library

The Museum has a specialized reference Library on traditional Indian arts, Crafts, textiles and major anthropological works on Indian tribes, etc. The Library has

more than 20,000 reference books and other periodicals.

The research scholars and students from various institutions regularly visit the Museum. During April - December 2006, around 2015 persons visited the library and 1500 persons are expected to visit the library during the remaining three months. 2300 books and 1500 Magazines were issued for reference upto December 2006.

Conservation and Preservation

From April - December 2006, the Museum chemically treated 3136 textiles, cane & bamboo, wooden and metal objects, mended lining/darning of 55 textiles and also mounted 42 paintings and textiles, fumigated 184 textiles and replaced background clothes of showcases. The Insecticide and fungicide work of 11 huts and courtyard in Village Complex was completed. During the remaining period of 2006-07, 710 textiles and objects, lining/darning of 12 textiles and about 2000 objects will be chemically treated.



Banni Hut - Kachchh, Gujarat at National Handicrafts and Handlooms Museum, New Delhi

Visits by Eminent Persons/Delegations

During 2006-07, several dignitaries visited the National Handicrafts & Handlooms Museum:

- A high level delegation from Ministry of Foreign Affairs, Republic of Austria visited the Crafts Museum on May 23, 2006.
- Shri Shankersinh Vaghela, Hon'ble Minister of Textiles visited the Crafts Museum on May 29, 2006.
- The Delhi Crafts Council organized Kamla Devi Puraskar Award function in the Kadambari Theatre of the Crafts Museum on April 01, 2006.
- The Aagaz foundation, NGO, in collaboration with the embassy of Norway and the Ministry of Panchayati Raj organized Cultural Exchange between the elected women and the visiting foreign dignitaries showcasing the best of India's dance, music and culture. Shri Mani Shankar Aiyer, Hon'ble Minister of Youth Affairs and Sports and Panchayati Raj and DONEAR and His Royal Highness Crown Prince Haakon and Her Royal Highness Crown Princess Mette-Marit from Norway, watched this colourful event on November 02, 2006.

Educational Programme

The Delhi based Schools, Arts colleges and Polytechnics are regularly informed by the Museum about its monthly activities. Children from various Schools and students of Arts colleges visit the Museum for general exposure to India's rural artistic heritage. During 2006-07, 51,600 school students, 38,800 college/Polytechnic/Institution students visited the Museum. Besides, 37,500 delegations visited the Museum.

Re-introduction of Scheme for reimbursement of one time rebate @ 10% given on sale of handlooms products by the handloom agencies from 2006-09.

Marketing has been a problem with the handloom organizations/societies/weavers. Accordingly, 10% Rebate Scheme was introduced on January 15, 2004, with a provision of Rs.100 crores to augment marketing of handloom products, particularly in the wake of stiff competition from textiles products of powerlooms and mill sub-sectors. The Scheme had helped the handlooms sector to market handlooms products of Rs.957.00 crores and to reduce inventories/accumulated stocks. The Scheme was discontinued on March 31, 2005.

However, the State Governments and handloom organization had requested for its re-introduction. Accordingly, scheme for reimbursement of one time rebate @ 10% given on sale of handloom products by the handloom agencies was reintroduced on April 01, 2006, for a period of three years, i.e., 2006-09. The scheme is 100% funded by the Central Government with a provision of Rs.100 crores.

The Scheme provides marketing support to the national level handloom organizations/agencies like (i) National Handloom Development Corporation (NHDC), (ii) All India Handloom Fabrics Marketing Cooperative Society (AIHFMCS), (iii) Handicrafts and Handlooms Export Corporation (HHEC), along with State level organizations like (a) State Handloom Corporations/State Apex Cooperative Societies/Handloom Federations/Regional Handloom organizations and (b) Primary Handloom Weavers Cooperative Societies, etc., through reimbursement of 10% rebate on sale of handloom cloth through their



emporia and other sales outlets and/or by organizing/participating in special fairs, exhibitions, participating in National/Special Handloom Expos, District Level events etc. This supplements their ongoing marketing efforts, thereby, creating scope for keeping the production cycle alive and sustains the existing employment of handloom weavers.

In addition, sales generated at all the National Level Handloom Expos/Special Handloom Expos/District Level Events/Crafts Melas etc., approved by the Development Commissioner for Handlooms shall also qualify for reimbursement of special rebate @ 10% of the value of handloom goods sold. The State Government and Union Territories have the option to extend the benefit of this Scheme for a period not exceeding a total of seven days for any one identified important festival/occasion other than the festivals mentioned in the calendar of festivals, after taking approval from the Development Commissioner for Handlooms. During 2006-07, a sum of Rs.1965.00 lakhs was provided under RE, of which Rs.632.17 lakhs was utilized upto February 19, 2007.

Integrated Handloom Cluster Development Scheme

The Integrated Handloom Development Scheme was launched in 2005-06 for comprehensive and holistic development of selected handloom clusters.

The Entrepreneurship Development Institute of India, Ahmedabad is the National Resource Agency for development of 20 handloom clusters. The implementing agencies for these clusters have been selected and Cluster Development Executives have been imparted training in cluster development methodology. The diagnostic study for these clusters has been completed and based on this study, annual action plans

have been drawn up and Rs.5.00 crores was released to the various implementing agencies as the first installment during 2005-06.

As announced by the Finance Minister in his budget speech 2006-07, additional 100 handloom clusters have been identified for development at an estimated cost of Rs.50.00 crores. These clusters will have loomage between 100-5000 per cluster, and will be developed in a time frame of three years. The diagnostic study of these clusters is in progress and further action would be taken based on the outcome of the diagnostic study.

During 2006-07, Rs.6.31 crores was sanctioned to various agencies for development of selected clusters.

BUDGET 2007-08

The Finance Minister in his budget speech 2007-08 has stated that a cluster approach for the development of the handloom sector was introduced in 2005-06 and 120 clusters were selected. 273 new yarn depots were opened in 2006-07 and the Handloom Mark was launched. The Government proposes to take up an additional 100-150 cluster in 2007-08.

The 12 schemes that are now being implemented in the handloom, will be grouped into five schemes in the XIth five year plan, namely, Integrated Handloom Development Scheme (IHDS), Marketing and Export Promotion Scheme (MEPS), Handloom Weaver Comprehensive Welfare Scheme (HWCWS), Mill Gate Price Scheme (MGPS) and Diversified Handloom Development Scheme (DHDS). The Health Insurance Scheme has so far covered three lakh weavers and will be extended to more weavers. The scheme will also be enlarged to include ancillary workers. The allocation for the handloom sector was enhanced from Rs.241.00 crores in 2006-07 to Rs.321.00 crores in 2007-08.