

CHAPTER XI

HANDICRAFTS



Chitrakathi or "Illustrated Legend". Natural pigments on handmade paper; from Pinguli, Maharashtra.

Handicrafts constitute an important segment of the decentralized / unorganized sector of our economy. Originally, started as a part time activity in rural areas, it has now transformed into a flourishing economic activity, due to significant market demand over the years. Handicrafts have great potential, as they hold the key for sustaining not only the existing set of millions of artisans spread over length and breadth of the country, but also increasingly large number of new entrants in the crafts activity. Presently, handicrafts contribute substantially to

employment generation and exports. The handicraft sector has, however, suffered due to its being unorganized, with the additional constraints of lack of education, low capital, poor exposure to new technologies, absence of market intelligence, and a poor institutional framework.

The Working Group on Textiles and Jute for Xth five year plan had projected a growth of employment in the handicrafts sector @ 3% annually during Xth five year plan. Thus, it is presumed that 9.29 lakhs



additional artisans will be employed and by the end of Xth five year plan, the total employment will be 67.70 lakhs. The employment in the sector had increased from 60.16 lakhs in 2002-03 to 65.72 lakhs in 2005-06 at an estimated annual growth rate of about 3%. The plan expenditure increased from Rs.71.65 crores in 2002-03 to Rs.97.24 crores in 2005-06. The production during the period 2002-06 had increased from Rs.19,564.52 crores to Rs.32,108.10 crores. The exports between 2002-06 increased from Rs.10,933.67 crores to Rs.17,276.71 crores, registering a cumulative growth 58.02% and an annual average growth rate of around 19%.

Handicrafts being a State subject, its development and promotion are the primary responsibility of every State Government. However, the Central Government is supplementing their efforts by implementing various developmental schemes.

SCHEMES FOR THE DEVELOPMENT OF HANDICRAFTS

During the Xth five year plan, seven generic schemes were implemented in the central sector for the holistic growth and development of the handicrafts sector. These were: 1) Baba Saheb Ambedkar Hastshilp Vikas Yojana; 2) Design and Technical -Upgradation; 3) Export Promotion; 4) Marketing Support and Services; 5) Research & Development; 6) Training & Extension; and 7) Bima Yojana for Handicrafts Artisans.

Details:

(A) BABA SAHEB AMBEDKAR HASTSHILP VIKAS YOJANA (AHVY)

This scheme aims to promote Indian handicrafts by developing artisans' clusters into professionally managed and self-reliant community enterprise on the principles of effective member participation

and mutual cooperation. The thrust of the scheme is on a project based, need based integrated approach for sustainable development of handicrafts through participation of craftpersons. This would lead to their empowerment. The package of support under AHVY is as under:

(a) Social interventions

- Diagnostic survey and formulation of project plan
- Mobilization of artisans

(b) 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.

(c) Marketing interventions

- Marketing events
- Marketing infrastructure
- Publicity
- Marketing Services

(d) Financial interventions

Margin money

Eligibility for Financial Assistance

For sustainable development of identified craft clusters the assistance under this scheme is given to reputed NGOs / Cooperatives / Apex cooperative societies / Trusts / COHANDS / EPCH / CEPC / MHSC /NCDPD/NIFT/NID/UNIVERSITY Deptt. / DRDA / 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.

During 2005-06, 137 new craft clusters were taken up for integrated development and the funds were earmarked for baseline survey and mobilization. In addition, funds were also sanctioned for taking up training, design, marketing, Common Facility Centres (CFCs) and other interventions in 618 clusters selected between the years 2001-06. During 2005-06, Rs. 2620.00 lakhs was released under this scheme. During 2006-07, Rs.3300.00 lakhs was allocated for undertaking various interventions under AHVY scheme, of which Rs.1407.00 lakhs was spent and 66 new craft clusters were taken-up for integrated development till January 2007.

(B) MARKETING SUPPORT AND SERVICES SCHEME

The scheme aims to create awareness of Indian handicrafts among the masses by (i) organizing marketing events in big and small cities, (ii) providing 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, (iii) popularizing and publicizing handicrafts sector and (iv) providing services in the form of entrepreneurship. The scheme has four main components, the details may be seen at Table 11.1.

Eligibility for Financial Assistance

Under the scheme assistance is extended to the Central/State Handicrafts Corporations, COHANDS, Apex Societies, NGOs registered under Society Act, Trusts and organization engaged in the development and promotion of handicrafts sector registered under any other statutory Acts.

During 2005-06, Rs.1419.96 lakhs was released under the scheme. During 2006-07, Rs.1500.00 lakhs was earmarked, of which Rs.919.87 lakhs was spent and 90 crafts bazaar/expos & 145 exhibitions were organized till January 2007. Under **Gandhi Shilp Bazaar Scheme**, a Craft Bazaar is held every day in one or other part of the country, wherein the craftsmen can showcase and sell their products without the involvement of middlemen.

(C) DESIGN AND TECHNOLOGY UPGRADATION SCHEME

The scheme aims to upgrade artisans' skills through development of innovative design and prototypes, supply of improved/modern tools & equipment, revival of rare crafts, to preserve the traditional Heritage and preservation of traditional art & crafts of high aesthetic value, etc. The scheme has the following sub-components:

Table 11.1
Marketing Support & Services Scheme

COMPONENTS	SUB-COMPONENTS
Marketing Events	Holding of National Handicrafts Expositions. Holding of Crafts Bazaars Holding of Exhibitions
Marketing Infrastructure	Setting up of Urban Haat/Crafts specific Haat /Local Haats. Opening of new emporia/renovation/expansion of existing emporia. Setting up of Craft Development Centres.
Marketing Services	a) Holding of Marketing Workshops at National/State/Local Levels b) Entrepreneurship Development.
Publicity	Internal Publicity development programme etc.



Skill Upgradation

The scheme aims to upgrade the artisans' skill through:

a) Departmental activities, which include:

1. Provision of training in Regional Design & Technical Development Centres; and
2. Provision of training through Departmental Training Centres in Carpet trade in Jammu & Kashmir and in Cane & Bamboo in rest of the country.

Besides, National Awards and Shilp Guru Awards are given for outstanding contribution in the handicrafts sector

b) Outsourcing

- i) To Shilp Gurus (Heritage Masters);
- ii) Of design & technology Upgradation; and
- iii) Of integrated Design & Development Projects.
- iv) Of Documentation, Preservation and Revival of old, rare and languishing crafts.
- v) To State Initiated Design Centres/Handicrafts Museum (SIDCs).

Eligibility for Financial Assistance

Under the scheme financial assistance is extended to the Central / State Handicrafts Corporations, Apex Cooperative Societies, Trusts, Handicrafts Societies, EPCH, CEPC, COHANDS, NCDPD, MHSC, IICT, Crafts Council of various States, NID, NIIFT, IIT and other reputed institutes dealing in handicrafts, renowned designers, technologist, National

Awardees, Mastercraftperson and experts having experience in handicrafts.

During 2005-06, Rs.1350.00 lakhs was allocated as Grant which included North Eastern States and Jammu & Kashmir. Against the allocation of Rs.1350.00 lakhs, Rs.1108.48 lakhs was spent including in the North Eastern States and Jammu & Kashmir. Besides, 469 design workshops/projects were sanctioned, wherein 12,790 artisans were benefited.

During 2006-07, Rs.875.00 lakhs was allocated including that for North Eastern States and Jammu & Kashmir, of which Rs.319.73 lakhs was released till January 2007, excluding Jammu & Kashmir. During 2006-07 (upto January 2007), eighteen design workshops and thirteen design projects were sanctioned which will benefit 940 artisans. In addition, four SIDCs were sanctioned at Varanasi, Bangalore and two at Guwahati.

(D) EXPORT PROMOTION SCHEME

The scheme promotes export of handicrafts, including hand knotted carpets and floor covering, from India. The initiative under the scheme includes identification of handicrafts clusters for undertaking research and studies, identification of markets abroad, development of exportable products and identification of prevailing designs. Therefore, any activity which achieves the above objectives, viz, buyer seller meet, packaging, Training of Artisans /Master crafts people/ Designer, Workshop/Seminar in India and Abroad, Selection of Designer, Artisans for development of prototypes for exports and Invitation to foreign designers, are permitted under the scheme. The main components of the scheme are:

- (i) Product Development.
- (ii) Publicity and Marketing
- (iii) Social and other welfare measures

Eligibility for Financial Assistance

The financial assistance under the scheme is given to the Central/State Handicrafts Corporation, Council of Handicrafts Development Corporation (COHANDS), Apex Coop. Societies, NGOs registered under Society Act, Trusts. Besides, other organizations which are engaged in the development and promotion of handicrafts, and are registered under any other Statutory Act, Export Promotion Council for Handicrafts (EPCH), Carpet Export Promotion Council (CEPC), National Centre for Design & Product Development (NCDPD), Indian Institute of Carpet Technology (IICT), India Exposition Mart, registered handicrafts exporters, reputed designers/technologists approved by CEPC/EPCH/Office of the DC (HC) are eligible for financial assistance.

During 2005-06, an expenditure of Rs.1455.17 lakhs was incurred under Export Promotion Activities. During 2006-07, Rs.1300.00 lakhs was allocated under Export Promotion Scheme, of which Rs.604.82 lakhs was spent up-to January 2007.

(E) RESEARCH AND DEVELOPMENT SCHEME

The scheme aims to create a regular system of obtaining feedback on economic, social, aesthetic and promotional aspects of various crafts. Besides, it addresses issues arising out of WTO stipulations.

Scope of the Scheme

- Survey/Studies of specific crafts, of which adequate information is not available;
- Problems relating to availability of raw materials, etc.;
- Survey of living and working conditions of artisans in specific areas or crafts;
- Market evaluation studies of specific

crafts either for domestic or overseas markets;

- Techno-economic feasibility studies and post implementation evaluation of the various promotional projects or programmes undertaken in the handicrafts sector;
- Special study of areas requiring upliftment of the weaker sections, viz., scheduled castes and scheduled tribes;
- Provision of financial assistance for preparation of legal, para legal, standards, audits and other documentation leading to labeling/certification; and
- Provision of financial assistance to organizations for evolving, developing a mechanism for protecting crafts, development of design, survey of historical knowledge base, research and implementation to prepare the sector/segment to utilise the opportunities of post WTO regime.

Eligibility for Financial Assistance

The assistance under the scheme is extended to an organization registered under any of the Statutory Acts (Companies Act, 1956, Societies Registration Act, 1860, Cooperative Act, etc.) or registered with Development Commissioner (Small Scale Industries), Office of the Development Commissioner (Handicrafts) or Universities, Recognized Research Institutions, etc. Generally such assistance is not extendable to any particular individual unless he is an eminent scholar or associated for a long time with promotion of handicrafts.

During 2005-06, Rs.92.62 lakhs was spent under Survey & Study. In 2006-07, Rs.152.50 lakhs was allocated, this included the allocation for the North Eastern States. An amount of Rs.48.91 lakhs was spent upto January 2007, and applications for 21 crafts in 7 States



were received for grant-in-aid before Geographical Indication Registry, Chennai.

(F) TRAINING & EXTENSION SCHEME

The main objective of the scheme is to enhance the capacity building of staff of office the DC(Handicrafts), artisans, NGOs, etc. Under the scheme grant is given:-

- a) To designers and master craftsperson working in handicrafts sector for field visits/study tours in India and abroad, to enable them to learn and adopt best practices for promotion and development of handicrafts sector;
- b) For building capacity of person engaged in handicrafts; and
- c) To organise awareness-cum-training workshops/seminars for staff of office of the DC(Handicrafts), artisans, NGOs, etc.

Eligible Organizations

The implementation of scheme is either departmentally or through reputed research institutions, registered organizations/public sector units, experts, etc.

(G) BIMA YOJANA FOR HANDICRAFTS ARTISANS

The Bima Yojana For Handicrafts Artisans provides life insurance protection to the Handicrafts Artisans, either male or female, in the age of 18-60 years. The scheme is being implemented in association with Life Insurance Corporation of India Ltd. (LIC). During the Xth five year plan period, the target was to cover 2 lakhs weavers/artisans. The details of components of Yojana are:

- **Coverage under exiting 'Janshree Bima Yojana' of LIC**
 - i. Life Insurance cover towards natural death: Rs. 30,000/- per member;

- ii. For accidental death or permanent total disability, the coverage will be maximum Rs.75,000/- per member and for permanent partial disability the coverage will be maximum Rs.37,500/- 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 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 XIIth standard, whichever is earlier.

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

The insurance coverage is Rs.30,000.00 per artisan of the Group for natural as well as accidental death.

Implementing Agencies

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

Artisans, belonging to either sex, in the age group of 18-60 years, covered under thrift & credit societies and self-help groups, are eligible for coverage under the Bima Yojana for Handicrafts Artisans.

During 2006-07, 72,186 artisans were covered under the scheme. Since its inception in 2003-04 and upto January 2007, 2,68,693 artisans were covered under the scheme.

(H) SPECIAL HANDICRAFTS TRAINING PROJECT (SHTP)

The Office of the Development Commissioner (Handicrafts) is implementing SHTP in pursuance of the announcement made by the then Prime Minister of India on August 15, 2002.

The programme aims to benefit 10,000 artisans/weavers at an estimated cost of Rs. 7.57 crores. During Xth five year plan, 2,200 artisans/weavers will be trained in carpet weaving and 7800 in other crafts. This will be achieved either through existing components of Guru Shishya Parampara of Design & Technology Upgradation Scheme or through AHVY for carpet training.

The Objectives of the scheme are to:

1. Upgrade the skill of existing as well as new craftsperson/carpet weavers;
2. Enhance employment opportunities in the handicraft sector;
3. Transfer skill of Master Craftpersons to new trainees; and
4. Increase production base of crafts having high market demand.

During 2005-06, an expenditure of Rs.444.54 lakhs was incurred under SHTP. During 2006-07, Rs.454.50 lakhs was earmarked for SHTP, of which Rs.276.43 lakhs was incurred upto January 2007 and 3605 artisans were trained.

SPECIAL PACKAGE FOR JAMMU AND KASHMIR

During the visit of then Prime Minister to the State of Jammu & Kashmir in May 2002 a Special Package of Assistance was announced. The contribution of textiles and handicrafts sector in the Package was approximately Rs.70.00 crores. The monitorable Action Plan involved an

expenditure of Rs.60.95 crores in the Xth five year plan. The Action Plan had four broad segments:

1. Integrated development package for export promotion of carpets.
2. Integrated development package for export promotion of handicrafts (other than carpet);
3. Strengthening of infrastructure support for promotion of handicrafts sector of J&K including carpet.
4. Revival of Kani-shawl.

During 2005-06, Rs 660.00 lakhs was released to Jammu & Kashmir State Handicrafts Development Corporation/ Jammu & Kashmir Apex Federation. During 2006-07, Rs.500 lakhs was allocated under Integrated Development Package for Jammu & Kashmir, of which Rs.31.70 lakhs was released till January 2007.

EXPORT OF HANDICRAFTS

During 2005-06, the exports of handicrafts, including hand knotted carpets, were Rs.17276.71 crores (US \$ 3006.90 Million) registering an year-on-year increase of 10.63 % in Rupee terms and 19.28 % in dollar terms. The main export items which exhibited increase during 2005-06 were Zari and Zari goods (37.57%), art metalware (8.86%), wood wares (18.29%) and embroidered and crocheted goods (12.18%). The export target for 2006-07 was fixed at Rs.19,500 crores. During 2006-07 (April - January 2007), handicrafts exports, including carpets, exhibited year-on-year growth of 17.91% in Rupee terms and 14.34% in dollar terms. The export of handicrafts, including carpet, during 2006-07 (April - January, 2007), were Rs.16,117.38 crores. The details of Handicrafts exports between 2003-07 (upto January 2007), are at Table 11.2.



Table 11.2

Exports of Handicrafts

(Rs. in Crores)

Item	2003-04	2004-05	2005-06	2006-07 (upto January 2007)
A. Carpet & other floor covering				
1. Woollen	2015.11	1974.00	2512.11	2571.05
2. Silk	198.69	187.25	181.70	215.23
3. Synthetic	86.24	61.95	56.05	62.15
Total (A)	2300.04	2223.20	2749.86	2848.43
B. Other Handicrafts				
1. Art Metalware	2642.42	3364.93	3662.98	3391.04
2. Woodware	609.07	721.18	853.06	803.72
3. H.P.Textiles & Scarves	1611.43	1848.76	2053.70	2182.97
4. Embroidered and Crochet goods	3286.05	4199.86	4711.45	4117.84
5. Shawls as Artwares	43.27	53.65	110.23	152.62
6. Zari and zari goods	210.54	252.28	347.05	237.18
7. Imitation jewelry	161.90	200.56	274.86	259.45
8. Misc handicrafts	1900.46	2391.48	2513.52	2124.13
Total (B)	10465.14	13032.70	14526.85	13268.95
Grand Total (A+B)	12765.18	15255.90	17276.71	16117.38

EXPORT PROMOTION MEASURES
The Export Promotion Council for Handicrafts (EPCH)
Activities
April 2006

- Organized Indian House-ware Show from April 14-18 2006, at India Expo Centre & Mart, Greater Noida (UP).
- Participated in workshop on Quantum Jump in Employment Generation and Export of Handicrafts from Firozabad held at Firozabad on April 13, 2006.
- Participated in FAME - Manila (Philippines) from April 19-23, 2006.
- Participated Hong Kong House-ware Show held from April 21-24, 2006, at Hong Kong.

- Participated in China Sourcing Show held from April 22-25, 2006, at Hong Kong.
- Participated in Hong Kong Gift & Premium Show at Hong Kong from April 28 -May 1, 2006, at Hong Kong.

May 2006

- Organized Seminar on "Sustainability on Wood Sourcing - Certification" on May 3, 2006, at India Expo Mart & Centre, Greater NOIDA (UP).
- Organized Seminar on Sustainability on Wood Sourcing & ROHS Certification" on May 27, 2006, at Hotel Taj Hari, Jodhpur (Rajasthan).
- Organized Seminar on "Significance of Restriction of use of Hazardous Substances (ROHS) & other



Shri Shankersinh Vaghela, Hon'ble Minister of Textiles appreciating a handicraft product during Handicraft Gifts Fair in October 2006. Also seen in the picture Shri A.K. Singh, Secretary, Ministry of Textiles.

applicable test for handicrafts exports to European Union" during May 2006.

June 2006

- Participated in Asia Expo from June 6-8, 2006, at Poland, wherein 8 Indian Exporters participated.
- Participated in Asia Fashion Jewellery & Accessories Show from June 22-25, 2006, at Hong Kong, wherein 14 Indian Exporters participated.

July 2006

- Participated in Summer Sourcing Show held from July 4-7, 2006, at Hong Kong.
- Organized presentation on Restriction of use of Hazardous Substances (RoHS) held on 15th July, 2006, at Jaipur.

- Organized presentation on Wood Certification held on July 15, 2006, at Jaipur.

August 2006

Council has participated along with 22 participants exporters in the event namely, House & Gift Show, Sao Paulo, Brazil held from August 19-22, 2006.

Council organized a Buyer-Seller Meet along with 3 participants from NEDFI from 24-25 August, 2006, at Rio-De-Janeiro, Brazil.

September 2006

- Participated in International Autumn Fair, Birmingham, UK from September 3-6, 2006.
- Participated in Macef Autumn Show



- Milan, Italy from September 8-11, 2006.

- Participated in Worlds of Gifts, Moscow, Russia from September 19-22, 2006.

October 2006

- Indian Handicrafts & Gifts Fairs (Autumn) 2006 was organized from October 1-17, 2006, at India Expo Centre & Mart, Greater Noida.
- Participated in 14th Asian Gifts Premium & Household Product show along with 57 exporters from October 20-23, 2006.

November 2006

- Participated in Japantex, Tokyo (Japan) from November 22-25, 2006.
- Participated in Buyer Seller Meet at Sydney and Melbourne, Australia from November 20-25, 2006.
- Participated in India International Trade Fair 2006 from November 14-27, 2006.

December 2006

- Organized 15th Export Award Function on December 29, 2006, at New Delhi, wherein Shri Shankersinh Vaghela, Hon'ble Minister of Textiles distributed awards to Handicrafts Exporters.

January 2007

- Participated in MACEF - Spring, Milan Italy from January 19-22, 2007.

The Carpet Export Promotion Council (CEPC)

Activities

April 2006

- Enrolled 12 new members. Thus membership as on April 30, 2006, was 2299.

- Council issued 3 fresh RCMCs, renewed 41 RCMCs and intimation letter for one shipment to 11 Member-Exporters were issued.

- Council issued 34,400 Kaleen Labels to its members.

- Organized participation in Qinghai Tibetan Carpets International Exhibition at Xining (China) from March 31, 2006 to April 9, 2006.

May 2006

- Enrolled 12 new members. Thus membership as on May 31, 2006, was 2311.

- Council issued 12 fresh RCMCs, renewed 22 RCMCs and intimation letter for one shipment to 11 Member-Exporters were issued.

- Council issued 39,600 Kaleen Labels to its Members.

- Organized participation in Domotex Middle East from May 28-30, 2006, at Dubai.

June 2006

- Enrolled 9 new members & removed 4 members due to closure of their business thus, membership as on June 30, 2006, was 2316.

- Council issued 18 fresh RCMCs, renewed 8 RCMCs and intimation letter for one shipment to 9 Member-Exporters were issued.

- Council issued 44,500 Kaleen Labels to its members.

July 2006

- Enrolled 9 new members & removed 4 members due to closure of their business thus, membership as on July 31, 2006 were 2316.

- Council issued 18 fresh RCMCs, renewed 8 RCMCs and intimation



Shri Shankersinh Vaghela, Hon'ble Minister of Textiles inaugurating the Indian Carpet Expo at Varanasi.

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- Council issued 44,500 Kaleen Labels to its members.

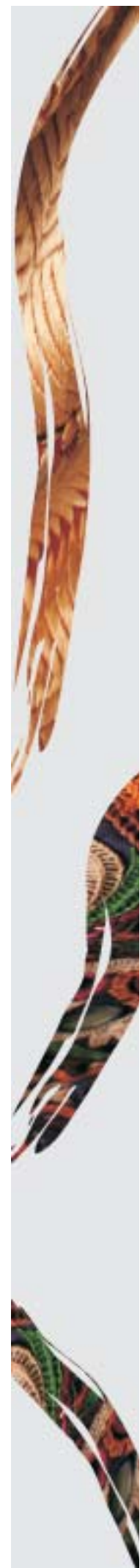
August 2006

- Enrolled 14 new members & re-enrolled 2 de-registered members due to closure of their business thus, membership as on August 31, 2006, was 2342
- Council issued 8 fresh RCMCs, renewed 17 RCMCs and intimation letter for one shipment to 12 Member-Exporters were issued.
- Council issued 56,600 Kaleen Labels to its members.
- Organized participation in Regional

Hand-knotted Carpet Exhibition August 28-31, 2006, at Lahore (Pakistan).

September 2006

- Enrolled 11 new members & re-enrolled 4 de-registered members due to closure of their business thus, membership as on September 30, 2006, was 2357.
- Council issued 8 fresh RCMCs, renewed 5 RCMCs and intimation letters for one shipment to 13 Member-Exporters were issued.
- Council issued 29,100 Kaleen Labels to its members.
- Organized Buyer-Seller Meet at Sidney (Australia) from September 21-23, 2006.



October 2006

- Enrolled 8 new members & re-enrolled 1 de-registered member due to closure of his business thus membership as on October 31, 2006, was 2366.
- Council issued 9 fresh RCMCs, renewed 8 RCMCs and intimation letter for one shipment to 9 Member-Exporters were issued.
- Council issued 54,400 Kaleen Labels to its members.
- Organized India Carpet Expo from October 14-16, 2006, in Maharaja Lawn of Hotel Taj Ganges, Varanasi.
- Organized exhibition and Buyer-Seller Meet from October 17-18, 2006, at SMS Convention Hall, Hotel Rambagh Place, Jaipur.

November 2006

- Participated in Japantex Exhibition in Tokyo, Japan from November 22-25, 2006.

December 2006

- Organized exhibition of Indian Carpets from December 11-13, 2006, at Toronto, Canada & business worth US\$ 1.00 Million was transacted during the exhibition.

January 2007

- Participated in Domotex International Fair from January 13-16, 2007, at Hannover, Germany and business worth Rs. 240.00 crores was transacted during the fair.

DETAILS OF SOCIETIES/INSTITUTES

Indian Institute of Carpet Technology (IICT), Bhadohi

IICT, a unique Institute in whole of Asia, has been set-up to:-

- Conduct B.Tech course in Carpet

and Textiles Technology, which is recognized both by AICTE, New Delhi and UP Technical University, Lucknow;

- Conduct Industry driven short-term courses, relevant to carpet industry;
- Provide facilities for testing of yarn composition, fibre blends, colour matching, dyeing, carpet testing, etc;
- Conduct Research and Development in relevant areas in consultation with industry and also undertake specific consultancy assignments;
- Provide carpet designs, dyeing techniques, carpet testing, etc;
- Conduct training in CAD, weaving, finishing, dyeing, etc;

IICT was included in All India Engineering Entrance Examination (AIEEE) from 2004-05 academic session and has obtained ISO 9001.2000 certificate. The laboratories of the Institute have got accreditation by the Textiles Institute, Manchester (U.K.), National Accreditation Board for Testing and Accreditation Laboratory (NABL). The Distance Education Council (DEC) of IGNOU has given clearance to IICT to run the International Distance Learning Programme at IICT as well as through eligible study centers.

Metal Handicrafts Service Centre (MHSC), Moradabad

MHSC meets the international requirement of art metalwares sector in post-production finishing processes. It is under the administrative control of office of Development Commissioner (Handicrafts) and is managed by Governing Council consisting of representatives of Government of India, Government of Uttar Pradesh and representatives from trade and crafts. The center has following divisions:

- Electroplating Shop
- Training

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

ACTIVITIES

- Provision of Common Facility Services in lacquering, powder coating, silver plating anodizing, blasting, etc., to the Art Metalware industry of Moradabad;
- Provision of Training in finishing technologies to artisans and manufacturers; and Testing facilities for testing various parameters of finishes.

RESTRUCTURING

The Government has restructured the centre to meet the requirement of Moradabad metal Industry due to evolving technical scenario and to enable it to compete with the leading countries, viz., China, Taiwan, Korea, Pakistan, the Philippine, etc. The restructured centre will act as a futuristic Model Service Centre and would benefit the Brass Art Ware industry of Moradabad. The restructured centre is providing services in the following fields:

1. Up-gradation of Laboratory
2. Restructuring of Processing Facilities
3. Technological Research Center

National Centre for Design and 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);
- Meets design and technology related needs of hard goods sector.

During 2006-07 (upto January 2007), the National Centre for Design and Product Development undertook the following activities:

- Provided Design and Product Development Services to various handicrafts and textiles exporters, through designers of the Philippines and Indian origin.
- Developed over 400 designs ranging from fashion bags, furniture accessories, home furnishing accessories, table tops, fashion jewellerys, wax candles, etc.
- Initiated Short-term Certificate Programme on Merchandizing, CAD and Packaging.
- Developed an online database of the designers on the website www.innovativedesign-ncdpd.com. Presently, 700 designer's data profiles are available on the website.
- Participated in the Indian Handicrafts and Gifts Fair, 2006.
- Over 50 students participated in the short term certificate programme in merchandising, Computer Aided Designing (CAD) through Photoshop, Coral Draw, 2D and 3D Design tools. Presently, Merchandising and CAD programmes are in progress in NCDPD.
- Over 500 artisans from Uttar Pradesh, Himachal Pradesh, Karnataka, Tamil Nadu, Gujarat, Rajasthan, Delhi, Orissa and Jammu & Kashmir participated in NCDPD product development and Integrated Design & Technical Development Projects and Workshops.

Bamboo & Cane Development Institute (BCDI), Agartala

- Restructured to meet the need and requirement of bamboo industry in the areas of human resources



development, technology upgradation, R&D and common facility services;

- The Tripura Handicrafts & Handloom Development Corporation has been assigned Management Consultancy for interim period till Society is formed by State Government to run the affairs of BCDI;
- The Standing Finance Committee as well as Planning Commission has approved the project proposal for upgradation of BCDI at an estimate cost of. Rs. 14.61 crores;
- The Govt. of Tripura had allotted 4.79 acres of land free of cost for construction of new BCDI Complex at Agartala;
- The Institute activities covers product innovation, skill upgradation and transfer of technology to the artisans under a comprehensive plan, which includes design inputs;
- The syllabus for training programme for skill upgradation of artisan was completely restructured and made more broad based and training programme had commenced; and
- The National Building Constructions Corporation was awarded construction work, and so far Rs.6.30 crores had been released to NBCC.

EVENTS

1. 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 traditional crafts. The Award



His Excellency Shri Bhairon Singh Sekhawati, Vice-President of India giving away the Shilp Guru Awards to Master Craftsperson at a Ceremony in New Delhi on September 9, 2006.

contribute in:

- Keeping alive the craft skills, in spite of social and economic vulnerability;
- Reviving the dying craft which is recognized by the community;
- Setting up of training institutions and conducting the community training of craftspersons ; and
- Welfare and development of crafts community and craft sector as a whole.

The Vice President of India, Shri Bhairon Singh Shekhawat, on September 9, 2006, gave away the awards to 29 Shilp Gurus selected for the years 2003, 2004 and 2005 at Vigyan Bhawan, New Delhi.

IMPORTANT PROJECTS/ INITIATIVES

India Exposition Mart

To give fillip to the export of handicrafts, carpets and jute, India Exposition Mart has been set up at Greater NOIDA, which provides permanent contact point for foreign buyers and remain opens throughout the year for a continuous buyer-seller interaction. The MART has 1800 outlets with a Resource Centre and latest Information Technology enabled facilities.

Urban Haat

To provide permanent marketing outlets to the artisans' community from rural as well urban areas, a plan scheme titled Setting up of Urban Haat was launched in 1999-2000 on the pattern of Dilli Haat,

New Delhi. During the IXth five year plan 16 Haats were approved by Planning Commission at commercially important and tourist locations in the country, and the target was fully achieved. During Xth five year plan, 21 Urban Haats are to be set-up. So far, (upto January 2007), 40 Urban Haats had been sanctioned/ approved, the details of which are at Table 11.3.

The Urban Haats at Jammu (J&K), Uchana Karnal (Haryana), Bhubaneswar (Orissa), Tirupati (A.P.) and Gohar Mahal, Bhopal (Madhya Pradesh) have become operational. The calendar of events for participation of artisans was drawn up and circulated.

The scheme allows for allotment of built-

Table 11.3

State	Location
Jammu & Kashmir	Jammu, Srinagar
Uttanchal	Dehradun
Punjab	Patiala
Haryana	Uchana (Karnal)
Delhi	Pitampura, Mehrauli, Delhi
Uttar Pradesh	Agra, Kanpur, Lucknow, Varanasi, Bareilly, Rampur, Jhansi
Rajasthan	Ajmer, Jaipur, Jodhpur
Madhya Pradesh	Indore, Gohar Mahal (Bhopal)
Maharashtra	Pune, Mumbai
Gujarat	Ahmedabad, Surat, Bhuj
Goa	Panaji
Chattisgarh	Raipur
Jharkhand	Ranchi, Hazaribagh
Karnataka	Mysore
Andhra Pradesh	Tirupati
Tamil Nadu	Chennai
Kerala	Thiruvanthapuram
Tirpura	Agartala
Assam	Guwahati
Nagaland	Dimapur
Orissa	Bhubneshwar, Puri, Konark
Bihar	Patna



up stalls to artisans on fortnightly rotation basis at nominal rentals. In the Haats artisans get opportunity for direct sale of their products to the consumers without involving any middlemen. By establishing one Urban Haat, the Government ensures direct fortnightly market facilities to approximately 2000 artisans in one year. These Haats will benefit more than 40 thousand artisans annually, when they start functioning fully.

The selling of products directly to the consumer is important to eliminate the role of middlemen. The customers and tourists at these Haats also get a feel of cultural ambience in the heart of the cities, and enjoy ethnic food, besides getting authentic handicrafts/handlooms items at reasonable rates.

Rajiv Gandhi Handicrafts Bhawan

The Rajiv Gandhi Handicrafts Bhawan at Baba Kharak Singh Marg, New Delhi was inaugurated on June 4, 2005, by Mrs. Sonia Gandhi. During 2006-07 (upto January 2007), 14 exhibitions were approved, which will be organized by NGOs, Corporations, etc.

Credit Guarantee Scheme

The scheme, which was initiated as a part of special package for J&K to ensure smooth flow of credit to the artisans, was extended to the whole of India. The scheme is being implemented under Credit Guarantee Fund Trust for Small Industries (CGTSI). CGTSI provides guarantee cover to the credit sanctioned by its Member Lending Institutions (Banks) which sanction credit to the handicraft artisans. The cost of guarantee fee payable to CGTSI by the MLIs is borne by the Office of Development Commissioner (Handicrafts). The credit of up to Rs.2.00 lakhs sanctioned to handicraft artisans under Artisan Credit Card Scheme (ACC) qualifies for the guarantee cover. The credit under ACC is sanctioned without

any collateral security and a one time guarantee fee @ 1.5% of the credit sanctioned is paid. In addition, annual service charge @ 0.75% of the credit sanctioned is also paid. Since its inception in 2003-04, 91496 ACC had been issued.

Facility Centre on PPP module

The Facility Centre for exporters, entrepreneurs, etc., was introduced in 2005-06 as component of Baba Saheb Hastshilp Vikas Yojana. The component aims to augment export of Handicrafts. The scheme will attract private investment in the sector through Public Private Partnership (PPP) Mode on Build, Own and Operate (BOO) model.

The funding is in the ratio 40:60 between Government of India, through the Office of the Development Commissioner (Handicrafts), and exporters/entrepreneurs respectively. The financial ceiling for setting up a new Facility Centre is maximum Rs.60.00 lakhs, of which Rs.24.00 lakhs is the share of the Government of India.

So far 23 Facility Centres had been sanctioned.

Engaging Guiding & Monitoring Agencies

The Implementing Agencies, specially the smaller ones, do not have enough exposure to current developments in the field of design, technology and management, therefore, it becomes imperatives to engage Guiding and Monitoring Agencies for guiding the implementing partner on the nuances of managing the project in a professional manner.

Developing Business Plan for Sustainable Development of Craft Clusters

Thirtynine new handicraft clusters had been identified for implementation of Baba Saheb Ambedkar Hastshilp Vikas Yojana in a business mode. This involves preparation

of definite business plan clearly indicating the exact input and the final deliverables after studying the potential of the clusters with emphasis on the backward and forward linkages, devising system for measuring the deliverable and monitoring thereof, value chain analysis, etc.

WORKSHED FOR HANDICRAFT ARTISANS

The scheme aims to provide healthy working environment to artisans for improving their productivity. This scheme which was initially started for the State of

Jammu & Kashmir had been subsequently extended to the rest of the country.

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

During 2006-07, Rs.3.80 lakhs was sanctioned upto January 2007, as reimbursement for construction of 38 worksheds.

