

Component wise Detailed Guidelines for implementation of Integrated Wool Development Programme (IWDP)

Rs. In Lakhs

Component	Sub- component	Unit Price	Ceiling\Budget allocation	Implementing Agency (IA)	Funding pattern/contribution	Beneficiaries	Remarks
-----------	----------------	------------	---------------------------	--------------------------	------------------------------	---------------	---------

Appendix

I. Wool Marketing Scheme (WMS)	A). i) Revolving Fund for marketing of raw wool	Rs.50 lakh (to be rotated once a year for pashmina wool and a minimum of two times in a year for other wool varieties)	Rs. 500 lakhs	•Central \ concerned State Governments; Wool Boards, Corporations/Federations of Wool producers, Wool Research Institutions etc set up by Central/State Governments	90% Central Govt. Grant& 10% State Govt. Organization/ Implementing Agency (IA) share for hilly states and for rest of the States 70% Central Govt. Grant& 30% State Govt. Organization/ Implementing Agency (IA)	• Wool growers/ sheep breeders	• IA shall procure wool directly from breeders from field from Revolving fund which should be utilised at least six times.
	ii) E- Portal for marketing\ auction of wool and development of MIS.	5 Lakh	Rs. 50 Lakhs				
	B). Financial assistance/ incentives for Formation of Wool Producers Societies	<i>As per MoRD Norms</i>	250				
	C). Financial assistance to strengthening infrastructure required for wool marketing in existing wool Mandis\wool grading centers. (Storage halls, auction facility, testing, platform etc.	Rs. 25 lakh per Mandi	Rs. 100 lakhs for 4 centers				
II. Wool Processing Scheme	A). Establishing Common Facility Centers (CFCs) for wool processing machines for carbonizing,	Max. up to Rs. 100 lakh per center	Rs. 500 lakhs for 5 CFCs	• Agencies set up by the State Government and engaged in wool marketing/ Processing/	70% Central Govt. Grant& 30% share of State Govt.	• Wool users/ Weavers/ small industrialists	• Land , building & recurring cost has to be provided by I.A

Component wise Detailed Guidelines for implementation of Integrated Wool Development Programme (IWDP)

Rs. In Lakhs

Component	Sub- component	Unit Price	Ceiling\Budget allocation	Implementing Agency (IA)	Funding pattern/contribution	Beneficiaries	Remarks
(WPS)	scouring, carding, spinning, dyeing, knitting, felt manufacturing, finishing of woollens etc. Introduce/installation of latest wool machinery/technology to make quality products on low cost basis for woollen industry, support for modification of existing wool processing machines for better consumption of domestic wool, designing software			Development	Organization (IA) For individual beneficiaries under small tools distribution component, funding pattern – 90% central Govt. 10% beneficiary /I.A. for ST 75% central Govt. 25% beneficiary /I.A. for SC 50% central Govt. 50% beneficiary /I.A. for Gen.		<ul style="list-style-type: none"> Charges for processing facility will be decided by a committee appointed by CWDB After seven years of sanction of machines will be fully transferred to the IA. Grant under the scheme would be released as under-
	B). Financial assistance for sheep shearing machines	Max. up to Rs. 3 lakh per machine	Rs. 150 lakhs for 50 machines			<ul style="list-style-type: none"> Wool growers through low cost shearing 	(i)At the time of sanction : 30% of total grant
	C). Other machineries\ equipments like:- bale press machine, testing equipment's, etc.	Max 25 lakh/ machine	Rs. 100 lakhs for 4 machines			<ul style="list-style-type: none"> State Govt. agencies engaged in wool marketing/ Development 	(ii)At the time of placement of purchase order of the plant/ machinery : 60% of total grant
	D). Financial support for distribution of small tools for manufacturing of woollen items (knitting machines, spinning charkha etc.) to needy persons	Rs. 5000\ knitting machine\Charkha	Rs. 50 lakhs For 1000 small tools			<ul style="list-style-type: none"> Woollen artisans, weavers and unemployed youths 	(iii)After commissioning of plant : remaining 10% of total grant.

Component wise Detailed Guidelines for implementation of Integrated Wool Development Programme (IWDP)

Rs. In Lakhs

Component	Sub- component	Unit Price	Ceiling\Budget allocation	Implementing Agency (IA)	Funding pattern/contribution	Beneficiaries	Remarks		
III. HRD & Promotional Activities Scheme	A). Short term training programme for manufacturing/ weaving of woollen items on handloom, skill upgradation programme, training to resource persons	Rs. 10 lakh) for 40 persons in a year Details is at Annexure-A	Rs. 40 lakhs for 4 trainings	•Central \ State Govt. Animal Husbandry Dept; Wool Boards, Corporations /Federations of Wool producers, Wool Research Institutions etc set up by Central/State Governments	90% Central Govt. Grant& 10% State Govt. Organization/ Implementing Agency (IA) share for hilly states and for rest of the States 70% Central Govt. Grant& 30% State Govt. Organization/ Implementing Agency (IA)	• Woollen artisans, weavers and unemployed youths			
	B). Training to resource persons in (i) -Scientific sheep rearing\Artificial Insemination	Rs 3 lakh per training for 50 persons	Rs. 30 lakhs for 10 training						
	(ii) Training on Machine Sheep shearing	Rs.2.5 lakh per training for 20 persons							
	C). R&D projects for- • Product diversification, product development, process modification, • Standardize indigenous wool and Indian Wool Mark, branding &labeling of wool in association with WRA and Textiles Committee.	R&D projects (Max. uptoRs. 40 lakhs)	Rs. 225 lakhs					Central Govt. 70% & 30% Implementing Agency (IA)	• Woollen Industry
	D). International co-operation/ conference/ collaboration/ meets and organizing seminars/ workshop, fairs/ exhibition, survey/ study, visits & monitoring of	Seminar\workshops-2 lakhs Sheep mela-5 lakhs Survey\Monitoring-Rs28	Rs. 35 lakhs					CWDB in collaboration with Central/State Govt. Organizations/ Research Institutes set up by Central/ State Government;	90% Central Govt. Grant& 10% State Govt. Organization/ Implementing Agency (IA)

Component wise Detailed Guidelines for implementation of Integrated Wool Development Programme (IWDP)

Rs. In Lakhs

Component	Sub- component	Unit Price	Ceiling\Budget allocation	Implementing Agency (IA)	Funding pattern/contribution	Beneficiaries	Remarks
	Board's schemes/ evaluation of projects.	lakh		International Wool Organizations/ Evaluation agency/Consulting Agency etc	share for hilly states and for rest of the States 70% Central Govt. Grant& 30% State Govt. Organization/ Implementing Agency (IA)		
	E).Operating the Wool Testing Lab, Training Centre, Wool Innovation Centre, hiring the services of consultants/ subject experts with other supporting persons for the nodal agency i.e. CWDB.	Establishment expenses of Ongoing centers of CWDB	Rs. 60 lakhs CWDB centers		Would be implemented by CWDB (100%)	• Wool users/traders/industry	
	F).Awareness programme on Swachhta, clean wool processing and adoption of new technology	Awareness programme-Rs. 0.50 lakh Construction of toilets Rs. 0.30 lakh	Rs. 10 lakhs		90% Central Govt. Grant& 10% State Govt. Organization/ Implementing Agency (IA) share for hilly states and for rest of the States 70% Central Govt. Grant& 30% State Govt. Organization/ Implementing Agency (IA)		

Component wise Detailed Guidelines for implementation of Integrated Wool Development Programme (IWDP)

Rs. In Lakhs

Component	Sub- component	Unit Price	Ceiling\B udget allocation	Implementing Agency (IA)	Funding pattern/ contribution	Beneficiaries	Remarks
IV. Social Security Scheme (Sheep Breeders Insurance Scheme)	To benefit 7 lakh sheep breeders under Sheep Breeders Insurance Scheme in all major wool producing States and amount of govt. contribution to be given to LIC including publicity through news papers etc..	Rs.162 per breeder for contribution in total premium of Rs.342/- Total 7 lakhs sheep breeders from different States	Rs. 1200 lakhs	Implement Sheep Breeders Insurance Scheme with the help of LIC and State Animal Husbandry Departments/ Sheep & Wool Development Boards/Corporations set up by Central/State Governments.	Contribution of Rs.162 by Central Govt., Rs.80 by breeder & share of Rs.100 by LIC out of total premium amount of Rs. 342 per beneficiary	Sheep breeders	
V. Angora Wool Development Scheme	A). Germplasm Centers (GPC) – To produce angora rabbits at the State Govt. rabbit farms, to be distributed to farmers as foundation stock	Rs. 5 lakh per unit Details is at Annexure-B	Rs. 20 lakhs for 4 centers (GPC)	• Central \ State Govt. Animal Husbandry Dept; Wool Boards, Corporations/Federations of Wool producers, Wool Research Institutions etc set up by Central/State Governments	90% Central Govt. Grant& 10% State Govt. Organization/ Implementing Agency (IA) share for hilly states and for rest of the States 70% Central Govt. Grant& 30% State Govt. Organization/ Implementing Agency (IA)	State Govt. angora rabbit farms	
	B). Establishment of Mini Angora Farms – To establish mini angora rabbit farms by individual beneficiary	Rs. 20 lakh per farm in different States Details is at Annexure-C	Rs. 180 lakhs for 9 Mini Farms			Angora rabbit rearers	
VI. Wool Development Scheme (WDS)	Liabilities under Ongoing 12th Plan projects:- To meet out financial liabilities under ongoing	Liability of Rs. 18/- sheep, breed improvement @ Rs. 5,000	Rs. 1400 lakhs	• State Govt. Animal Husbandry Dept.; Wool Boards, Corporations/ Federations of Wool producers, Wool	100 % Central Govt. grant (Liabilities of 12 th Plan	Sheep\Sheep breeders	

Component wise Detailed Guidelines for implementation of Integrated Wool Development Programme (IWDP)

Rs. In Lakhs

Component	Sub- component	Unit Price	Ceiling\Budget allocation	Implementing Agency (IA)	Funding pattern/contribution	Beneficiaries	Remarks
	SWIS projects for 21.14 lakh sheep sanctioned during 12 th Plan period for 3 years project duration.	stud rams and Rs. 5/- sheep as implementation charges to IA		Research Institutions etc set up by Central/State Governments	ongoing projects)		

Component wise Detailed Guidelines for implementation of Integrated Wool Development Programme (IWDP)

Rs. In Lakhs

Component	Sub- component	Unit Price	Ceiling\B udget allocation	Implementing Agency (IA)	Funding pattern/ contribution	Beneficiaries	Remarks
-----------	----------------	------------	----------------------------------	--------------------------	-------------------------------------	---------------	---------

VII. Reconstruction Plan for J&K

Rs. In Lakhs

Co mponent	Sub- component	Unit Price	Ceiling\B udget allocation	Implementing Agency (IA)	Funding pattern/ contribution	Beneficiaries	Remarks
VII. Reconstruc tion Plan for J&K	1-Increasing production of Raw Pashmina		2194		100% Central Govt. assistance		
	1A-Improving nutritional status of Changra goat-Promotion of unconventional feed and rangeland management		593			Pashmina Nomads, Pashmina Wool weavers and artisans/industry Unemployed youths	
	1.A.1- Development of 6 community fodder land (one units = 10 hectares) Details at Annexure-1	25 lakh	150 for 6 projects in Leh and Kargil	District Sheep Husbandry Officer(DSHO) Ladakh Autonomous Hill Development Council,(LAHDC)Leh/Kargil		<ul style="list-style-type: none"> • 1A1: 100 % ST category. 	<ul style="list-style-type: none"> • 1A1 & 1A2:- • Location- 5 blocks in Leh & Kargil. • 100% beneficiary ST. • Preference to marginal & poor farmers.
	1.A.2-Development of departmental Fodder farm. (One units = 30 hectares) Details at Annexure-2	150 lakhs	150 for 1 project in Leh	District Sheep Husbandry Officer(DSHO) Ladakh Autonomous Hill Development Council,(LAHDC) Leh/Kargil	<ul style="list-style-type: none"> • 1A2: 100 % ST category 	<ul style="list-style-type: none"> • 1 dept. fodder farm of 30 Ha in Leh. & six 10 Ha barren community land as farm to be developed. • Required inputs like grass, irrigation facility, fertiliser, harvesting facility, Hay sheds, Solar 	

Component wise Detailed Guidelines for implementation of Integrated Wool Development Programme (IWDP)

Rs. In Lakhs

Component	Sub- component	Unit Price	Ceiling\Budget allocation	Implementing Agency (IA)	Funding pattern/contribution	Beneficiaries	Remarks
							Micro irrigation system will be given to Farm.
	1.A.3- feed pelleting, fodder block making machine. Details at Annexure-3	293	293 for 1 project in Leh	District Sheep Husbandry Officer(DSHO) Ladakh Autonomous Hill Development Council,(LAHDC)Leh/ Kargil			
	1.B- Socio economic upliftment of livestock rearers:		475				
	1B.1- Shelter shed with guard room (100 nos)	2.25 per shelter	225 for 100 shelter	District Sheep Husbandry Officer(DSHO) Ladakh Autonomous Hill Development Council,(LAHDC)Leh/Kargil	1B1: Grant will be released in 6 instalments under construction of shelter shed through DBT by IA as- 1- After selection of beneficiary as an advance: Rs. 10,000 2- After finalization of location along with site of plot Rs. 40,000 3- After	1B1: Poor Pashmina wool growers/farmers with flock size of min 25 pashmina goats/family.	1B1: <ul style="list-style-type: none"> • Location: Leh and Kargil area. • For Shelter shed Changthang area of Leh Dist. • List of Beneficiaries should have approval of DC/CEO. • Construction should be as per map & design. • Beneficiaries to make their own arrangement for procurement of materials and labour. Family labour can be used. • State Govt agencies can help them in

Component wise Detailed Guidelines for implementation of Integrated Wool Development Programme (IWDP)

Rs. In Lakhs

Component	Sub- component	Unit Price	Ceiling\Budget allocation	Implementing Agency (IA)	Funding pattern/contribution	Beneficiaries	Remarks
					collecting construction materials :Rs. 40,000 4- After completion of Fencing work of plot/ground & completion of Animal Shelter work: Rs. 60,000 5- After plinth level construction of Guard room & Completion of Ceiling level work: Rs. 50,000 6- After completion of finishing work with submission of Completion certificate : Rs.25,000. Evidence of photo/video clip of site along with beneficiary to be kept.		acquiring material. & also organise training program about activity. <ul style="list-style-type: none"> • Allotment of unit should be in the name of female member of family, or both male/female, or in absence of female, in the name of male member. • Location of shelter should be in main habitation of village/cluster. • Covered area of shelter should not be less than 150 Sq ft. • Design/Layout shall be provided by state govt agencies/LAHDC. • Construction should be done as per lay out only.

Component wise Detailed Guidelines for implementation of Integrated Wool Development Programme (IWDP)

Rs. In Lakhs

Component	Sub- component	Unit Price	Ceiling\Budget allocation	Implementing Agency (IA)	Funding pattern/contribution	Beneficiaries	Remarks
	1.B.2 -Provision for tents, snow boots, torch	0.25	150 for 600 units	District Sheep Husbandry Officer(DSHO) Ladakh Autonomous Hill Development Council,(LAHDC)Leh/Kargi 1		1B2: Nomadic families	<p>1B2:</p> <ul style="list-style-type: none"> • IA will finalise specifications for items. • District purchase committee will procure items through tenders • Nomadic families to be selected in consultation with Public representatives. • Annual duration of migration, no of pastures visited/year with total livestock, holding of family will considered. • Beneficiary list to have approval of Dy. Commissioner.
	1B.3 -Minimizing farmer/wildlife conflict- Provision of predator Proof corral and LED lights. Details at Annexure-4	1.00	100 for 100 units.	District Sheep Husbandry Officer(DSHO) Ladakh Autonomous Hill Development Council,(LAHDC)Leh/Kargi 1		1B3: 100 no. of sheep and goat breeders in wild attack prone villages.	<p>1B3:</p> <ul style="list-style-type: none"> • Beneficiaries to be identified by District Wild life department and based on wild attack incidences. • Coral dimension of 15x15 Ft, with brick & stone wall of ft height. • Distribution

Component wise Detailed Guidelines for implementation of Integrated Wool Development Programme (IWDP)

Rs. In Lakhs

Component	Sub- component	Unit Price	Ceiling\Budget allocation	Implementing Agency (IA)	Funding pattern/contribution	Beneficiaries	Remarks
							committee to have local/regional/department officers.
	1C.Strengthening of Veterinary health care delivery system at village/ Block and District level		300				
	Details at Annexure-5						
	1.C.1-Creation of Sheep Extension/First aid centre in remote and priority areas and Strengthening of existing centers .	New creation-35 LAKHS Existing-5 Lakhs	200 lakhs (175 for 5 new units & 25 lakhs for 5 existing)	District Sheep Husbandry Officer(DSHO) Ladakh Autonomous Hill Development Council,(LAHDC)Leh/Kargi 1 And Shere-e-Kashmir University of Agricultural Sciences and Technology – Kashmir(SKUAST-K and Animal Sheep Husbandry and Fisheries Department(ASH&F)			1C1: <ul style="list-style-type: none"> • 5 centres in Gurez, Sonmarg, Zanskar, Drass and Nobra to be created. • Existing 5 centres in Leh & Kargil to be upgraded. • Animal Husbandry & fisheries dept. will be nodal agency. PWD to be involved in construction & renovation.
	1.C.2- Creation of Vaccine storage and handling centres at District and Block levels.	3 units and 2 vaccination vans	100 lakhs (75 for 3 units & 12.5 for 2 vans	District Sheep Husbandry Officer(DSHO) Ladakh Autonomous Hill Development Council,(LAHDC)Leh/Kargi 1 And Shere-e-Kashmir University of Agricultural Sciences and Technology – Kashmir (SKUAST-K and Animal Sheep Husbandry and			1C2: <ul style="list-style-type: none"> • 3 centres with solar power back up at Leh, Durbuk and Nubra Dist. • 2 vaccination vans to be procured.

Component wise Detailed Guidelines for implementation of Integrated Wool Development Programme (IWDP)

Rs. In Lakhs

Component	Sub- component	Unit Price	Ceiling\Budget allocation	Implementing Agency (IA)	Funding pattern/contribution	Beneficiaries	Remarks
				Fisheries Department (ASH&F)			
	1.D: Selective breeding and result based study of Changra goat to increase productivity of the breed Details at Annexure-6	76 lakhs	76 lakhs for 1 study	District Sheep Husbandry Officer (DSHO) Ladakh Autonomous Hill Development Council,(LAHDC)Leh/Kargi 1		1D: Goat Breeders.	1D: Animal shall be procured through committee having experts from Veterinary side. <ul style="list-style-type: none"> • Animal should have following qualities. • Age- 1.5 to 2.5 years. • Weight: more than 30 kg. • Body coat: colour preferably white • Free from diseases/defects • Distribution shall be through committee.
	1.E.- Establishing pashmina goat units in identified non-traditional areas including Sonmarg, Drass, Gurez, Nobra & Zanskar to identified beneficiary families. Details at Annexure-7	1.95	585 for 300 pashmina farms	District Sheep Husbandry Officer(DSHO) Ladakh Autonomous Hill Development Council,(LAHDC)Leh/Kargi 1 And Shere-e-Kashmir University of Agricultural Sciences and Technology – Kashmir (SKUAST-K and Animal Sheep Husbandry and Fisheries Department (ASH&F)Livestock Purchase Committee		1E: <ul style="list-style-type: none"> • Breeders who possess 30-50 livestock (or limit specified by IA)on their own. • Survey for selection of beneficiaries shall be done through dept. staff (flock supervisors, stock asst & asst. stockmen) 	1E: To be utilised in Non-Traditional area <ul style="list-style-type: none"> • 300 mini Pashmina farms to be established. • 19 does & 1 buck as foundation stock per farm unit. • Selection of beneficiaries to involve local representatives/community leaders • The list of beneficiary

Component wise Detailed Guidelines for implementation of Integrated Wool Development Programme (IWDP)

Rs. In Lakhs

Component	Sub- component	Unit Price	Ceiling\Budget allocation	Implementing Agency (IA)	Funding pattern/contribution	Beneficiaries	Remarks
							should have approval of Dy.Commissioner / Executive Councillor Leh/Kargil.
	1.F.-Upgradation of existing Pashmina Goats Farm at Khangral Details at Annexure-8	165	165 for 1 farm	District Sheep Husbandry Officer(DSHO) Ladakh Autonomous Hill Development Council,(LAHDC)Leh/Kargil			1F: • Additional 100 kanals of Barren land will be developed for fodder cultivation.
	2.Setting up of Model Production Zones		1790		100% Central Govt. assistance		
	2.A- Design, skill and capacity upgradation Details as per Annexure-9	<ul style="list-style-type: none"> • Rs. 0.50 lakhs/Work shop for capacity building • Rs. 3.00 lakh/works hop for product diversification • Rs. 05.0 lakh/ workshop for Entrepreneurship • Rs. 05.0 lakh/ workshop 	130	Ladakh Autonomous Hill Development Council(LAHDC) / Craft Development Institute(CDI) / Jammu and Kashmir Handicraft Department(JKHD)			2A: Training for product development and design development for diversifying products profile given to artisans.

Component wise Detailed Guidelines for implementation of Integrated Wool Development Programme (IWDP)

Rs. In Lakhs

Component	Sub- component	Unit Price	Ceiling\Budget allocation	Implementing Agency (IA)	Funding pattern/contribution	Beneficiaries	Remarks
		for Awareness					
	2B.-Upgradation of Tools and Technologies Details as per Annexure-10	Rs. 5000 for Spinning Wheel Rs. 10000/- for Handloom Rs. 2500/- for Skill training	300 lakhs	Craft Development Institute(CDI)/ Jammu and Kashmir Handicraft Department(JKHD\JKHDC)			2B: Looms used by traditional weavers need improvement.
	2.C.-Creation of Common Facility Centre (CFC) Details at Annexure-11	Pashmina wool Processing machines	450	Jammu and Kashmir Industries Ltd., JKI)/ J&K Small Scale Industries Development Corporation (SICOP)	2C: For processing machines - In 3 installments <ul style="list-style-type: none"> • 30% time of sanction; • 60% at time of placement of order; • After commissioning of plant; • DPR for each component shall be submitted by respective IA containing details of mode of implementation. 		2C: <ul style="list-style-type: none"> • For dehaired Pashmina wool CFC will be set up in Leh. • Land/building to be provided by IA. • Funds will be provided for machineries including for carding, dyeing, warping, washing calendaring, printing & fishing. • Funds shall also be utilised for furniture, fixtures & interiors.

Component wise Detailed Guidelines for implementation of Integrated Wool Development Programme (IWDP)

Rs. In Lakhs

Component	Sub- component	Unit Price	Ceiling\Budget allocation	Implementing Agency (IA)	Funding pattern/contribution	Beneficiaries	Remarks
					Selection of beneficiaries, estimates for construction part etc.		
	2.D.-Raw material bank	410		Ladakh Autonomous Hill Development Council(LAHDC)/ Jammu and Kashmir Industries Ltd(JKI)/ Craft Development Institute(CDI)			2D: <ul style="list-style-type: none"> • Provision of enhanced revolving fund of Rs. 200 lakhs in Ladakh and Kashmir region for procuring raw pashmina from breeders. • Grading system & research & development to be carried out by CWDB & WRA.
	2.D.1- Revolving fund for raw wool and Pashmina(Ladakh region)	200	200 for Ladakh				
	2.D.2- Revolving fund for raw Pashmina (Kashmir region)	200	200 for Kashmir				
	2.D.3- Research and development	10	10				

Component wise Detailed Guidelines for implementation of Integrated Wool Development Programme (IWDP)

Rs. In Lakhs

Component	Sub- component	Unit Price	Ceiling\B udget allocation	Implementing Agency (IA)	Funding pattern/ contribution	Beneficiaries	Remarks
	for grading of Pashmina						
	2.E: Amenities and Infrastructure Upgradation Details at Annexure-12	500 for 4 clusters	500 for 4 clusters	Industry and Commerce Department Govt of J&K			2E: <ul style="list-style-type: none"> • Upliftment of basic amenities and infrastructure of craft clusters of Pashmina and Kani into Model Production Zones. • Development of land, roads and augmentation of water supply, drainage, improvement in power distribution • Face upliftment of buildings/façade.
	3.Establishment of Pashmina resource center		300 for 1 centre	Ladakh Autonomous Hill Development Council (LAHDC), Leh/ Craft Development Institute(CDI)			3. Centre of Excellence <ul style="list-style-type: none"> • Develop the existing Pashmina Testing and Certification Centre (PTQCC) into a Centre of Excellence by Upgrading the equipments and facilities and Accreditation.
	4-Promotion and Awareness		316	Industries and Commerce Department, Govt of J&K			4. Promotion and Awareness: <ul style="list-style-type: none"> • Advertisements through National

Component wise Detailed Guidelines for implementation of Integrated Wool Development Programme (IWDP)

Rs. In Lakhs

Component	Sub- component	Unit Price	Ceiling\Budget allocation	Implementing Agency (IA)	Funding pattern/contribution	Beneficiaries	Remarks
							<p>Newspapers, Fashion and Lifestyle magazines, boarding passes and Flight Magazines.</p> <ul style="list-style-type: none"> • Through posters, brochures, fliers, Banners and Hoardings at airports. • TV and Radio, Short Films, • Setting up of dedicated Web Domains for Pashmina Crafts.
	4.A.-Publicity through print and electronic Media Details at Annexure-13	As per DAVP Rate for newspaper Ad.	280				
	4.B.-Making of Video Films Details at Annexure-14	16 For 1 film	16				
	4.C.-Setting-up of dedicated Web Domains for Pashmina Crafts	20 for I project	20				
	5 Development of Business linkage and marketing Platform		300				

Component wise Detailed Guidelines for implementation of Integrated Wool Development Programme (IWDP)

Rs. In Lakhs

Component	Sub- component	Unit Price	Ceiling\Budget allocation	Implementing Agency (IA)	Funding pattern/contribution	Beneficiaries	Remarks
	5A: -Exhibitions and Display inclusive of Travel, Boarding and Lodging (Participation in at least 5 National & International Exhibitions) Details at Annexure-15	120	120 for 5 exhibitions	J&K Handloom Development Corpn. J&K Handicraft Dept.			5A: <ul style="list-style-type: none"> • Represent the products developed, in national and international trade fairs. • Strengthen existing marketing channels such as JKHC.
	5B:. Strengthening of JKHC Details at Annexure-16	180	180				5B: <ul style="list-style-type: none"> •Development of internet based marketing model. Should have artisans database, business model with suppliers, payment gateways, In-house studio with necessary equipments, web hosting space, furniture. •Capacity building of existing employees, engagement of technical staff, design & development of web portal. Promotion and its publicity.
	6. Project Consultancy, Management, evaluation and control Details at Annexure-17	100	100	J&K Govt or agency set up by the State.			6. Identification of expert agency for preparation of DPR, it will also be responsible for the

Component wise Detailed Guidelines for implementation of Integrated Wool Development Programme (IWDP)

Rs. In Lakhs

Component	Sub- component	Unit Price	Ceiling\Budget allocation	Implementing Agency (IA)	Funding pattern/contribution	Beneficiaries	Remarks
							following:- i) Establishing benchmarks and procedures for implementation of project. ii) Efficient management & implementation. Independent agency for evaluation of project & monitoring. Tracking of progress & results. Actual performance will be confirmed with set standards. Corrective measures will be suggested & implemented.