CHAPTER-IX

HANDICRAFTS

The handicraft sector enjoys a special significance in the country’s economy in terms of employment generation as well as earning of foreign exchange through exports. Estimates based on the population census, survey (NSSO), NCAER survey and other studies and information available for the unorganised cottage industry sector reveal that the annual growth rate of employment (both direct and indirect) in the handicrafts sector could be around 2.5%. Based on this it is presumed that during the 9th Five Year Plan, employment in the handicrafts sector increased from 52.92 lakhs in the year 1997-98 to 58.41 lakhs in 2001-2002. Out of the total work force in this sector, women constitute 46.8% SC/ST (37.11%) and minority (23.89%) Handicrafts being a state subject, its development and promotion are the primary responsibility of the State Government. However, the Office of the Development Commissioner (Handicrafts) has been supplementing their efforts by implementing various developmental schemes at the central level for the handicrafts sector.

This office was implementing 34 schemes during the 9th Plan and based on the zero
based budgeting principle, this number has been brought down to 8 generic schemes in the 10th Plan. Out of 8 new generic schemes to be implemented in the 10th Plan, 7 schemes namely Baba Saheb Ambedkar Hastshilp Vikas Yojana; Design and Technical Upgradation; Export Promotion; Marketing Support and Services; Research & Development; Training & Extension; and Financial Assistance to State Handicrafts Development Corporation / State Apex Societies have been approved for implementation so far. The other scheme titled “Infrastructure Projects will be approved on project basis. The brief of the 7 schemes is as under:

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

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

- **Social interventions**
  Diagnostic survey and formulation of project plan

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

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

- **Financial interventions**
  Margin money

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

During 2002-2003, 51 proposals have been sanctioned under AHVY for conducting base line survey and mobilization.
Besides this the proposals sanctioned in the year 2000-2001 and 2001-2002 were also provided assistance for various activities like training, design, marketing, tools & kits, CFC etc. A total of Rs.851.26 lakh has been incurred. During 2003-04 an amount of Rs.2105.00 lakh (including other charges) has been allocated including NER and Sikkim for undertaking various interventions. Total expenditure incurred upto March 2004 is Rs.1555.85 lakh.

MARKETING SUPPORT & SERVICES

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

COMPONENTS

SUB-COMPONENTS

Marketing Events
a) Holding of National Handicrafts Expos.
b) Holding of Crafts Bazars
c) Holding of Exhibitions

Marketing Infrastructure
a) Setting up of Urban Haat/Crafts specific Haat /Local Haats.
b) Opening of new emporia/ renovation/expansion of existing emporia.
c) Setting up of Craft Development Centres.

Marketing Services
a) Holding of Marketing Workshops at National / State / Local Levels programme.
b) Entrepreneurship Development.

Publicity
Internal Publicity development programme etc.

Eligibility for Grant-in-Aid
The financial assistance under the scheme shall be extended to the Central/State Handicrafts Corporations, COHANDS, Apex Societies, NGO’s registered under Society Act, Trusts and such other organisation engaged in the development and promotion of handicrafts sector registered under any other statutory Acts.

During 2002-03, a sum of Rs.375 lakh has been released under the marketing events/services and Haats and 91.99 lakh under Emporia/CDC and CFC (Marketing infrastructure component). During 2003-04 an amount of Rs.1430 lakh has been allocated including NER and Sikkim under Marketing Support and Service Scheme.
MINISTRY OF TEXTILES

Total expenditure incurred up to March 2004 is Rs.1114.77 lakh under this scheme.

DESIGN & TECHNOLOGY UPGRADE

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

- Financial Assistance to institutions for design and technology development in handicrafts sector.

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

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

  - Financial assistance for development supply/dissemination of modern improved tools, equipment, products and process technologies.
    
    i) Assistance for design & technology upgradation
    
    ii) Integrated Design & Development Workshop

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

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

**Eligibility:** Financial assistance under the Design and Technology Upgradation Scheme is extended to the Central / State Handicrafts Corporation, Apex Cooperative Societies Act, Trust, Handicrafts Societies, EJPCH, CEPC, COHANDS, NCDPD, MHSC, IICT Crafts Council of various States, NID, NILFT, IIT and other reputed institutes dealing in handicrafts, renowned designers, technologists, National Awardees, Mastercraftperson, experts having experience in handicrafts.

During 2002-03 a sum of Rs.282 lakh has been incurred for undertaking various design development activities. During 2003-04 an amount of Rs.875 lakh has been allocated (Final Grant) including NER and Sikkim under these schemes. Total expenditure incurred up to March 2004 is Rs.847.62 lakh.
EXPORT PROMOTION

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

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

- **Publicity and Marketing**

- **Social and other welfare measures**

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

During 2002-03 an amount of Rs.354.41 lakhs has been incurred under Export Promotion Activities. During 2003-04 an amount of Rs.1000.00 lakh has been allocated including NER, Sikkim and other charges under Export Promotion. Total expenditure incurred upto March 2004 is Rs.981.66 lakh.

RESEARCH & DEVELOPMENT

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

Scope of the Scheme

- Survey/Studies of specific rafts for which adequate information is not available.
- Problems relating to availability of raw facilities etc.
- Living and working conditions of artisans in specific areas or crafts.
- Market evaluation studies of specific crafts for either domestic or overseas markets.
- Techno-economic feasibility studies and post evaluation of the various promotional projects or
programmes undertaken in the handicrafts sector.

- Areas requiring special study for uplift of the weaker sections viz. Scheduled Castes and Scheduled Tribes.
- Financial assistance for preparation of legal, para legal, standards, audits and other documentation leading to labeling/ certification.
- Financial assistance to organizations for evolving, developing a mechanism for protecting crafts, design, heritage, historical knowledge base, research and implementation of the same enabling the sector/segment to face challenges for utilizing the opportunities of post WTO regime.

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

During 2002-03 an amount of Rs. 92.35 lakh has been incurred under Survey & Study. During 2003-04 an amount of Rs. 310 lakh has been allocated including NER, Sikkim and other charges for undertaking various interventions. Total expenditure incurred upto March 2004 is Rs.156.68 lakh.

**TRAINING & EXTENSION**

The main objective of this scheme is to enhance the capacity building of the artisans, NGO etc. and to meet the administrative expenditure closed departmental training centres under various crafts.

**Component of the Scheme Departmental**

Incurring expenditure to cover establishment cost including Pay & Allowances of the staff of closed departmental training centres in various crafts.

- **Grant-in-aid**
  - Incurring expenditure for conducting field visits/study tours in India and abroad to give exposure to designers and master craftsperson working in handicrafts sector with a view to enable them to learn and adopt best practices prevailing for promotion and development of handicrafts sector in India.
  - Financial Assistance for capacity building and to conduct awareness-cum-training workshops/seminars for artisans, NGOs etc. in various spheres related to handicraft sector.

**Eligible Organizations**

The scheme shall be implemented departmentally as well as through reputed research institutions, registered organiza-
tions/public sector units, experts etc, specializing in concerned areas.

During 2002-03 an amount of Rs.59.68 lakh has been incurred under the erstwhile training schemes ‘A&B’. During 2003-04, an amount of Rs.35 lakh has been allocated to clear the pending liabilities of erstwhile training schemes ‘A&B’. Total expenditure incurred upto March 2004 is Rs.25 lakh.

Besides during 2003-04, a budget provision of Rs. 45 lakh (Rs. 15 lakh under grant-in-aid and Rs. 40 lakh under other charges) has been allocated and Rs. 10 lakh has been allocated to General Section. Under this head, an expenditure of Rs 44.84 lakh has been incurred during the year 2003-2004.

FINANCIAL ASSISTANCE TO STATE HANDICRAFTS DEVELOPMENT CORPORATIONS/ STATE APEX SOCIETIES

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

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

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

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

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

Component

To enable the Corporations/Apex Societies to increase their capital base in order to enable them to take programmes which will directly benefit the crafts persons.

Eligibility: State Handicrafts Development Corporations/Handicrafts Apex Cooperative Societies. During 2003-04, no funds
has been released under this scheme.

**EXPORT OF HANDICRAFTS**

Export of handicrafts including Hand Knotted carpets were recorded at Rs.10933.67 crore (2249.56 US $ Million) during 2002-03 showing an increase of 18.77 % in rupee terms and 15.81 % in dollar terms in export compared to the corresponding period of 2001-02. The export target for the year 2003-04 has been fixed at Rs.11604 crore. The main items, which exhibited increase in exports during 2002-03 are Zari and Zari Goods (18.97%), art metalware (23.10%), wood wares (18.40%) and embroidered and crocheted goods (28.25%). During the period 2003-04 handicrafts including carpets exports have exhibited a growth of 16.75 % in rupee terms and 25.35 % in dollar terms as compared to the corresponding period of 2002-03. The export of handicrafts including during the financial year 2003-04 has been Rs.12765.18 crore. Item–wise exportsof Handicrafts since 1998-99 is given in table below:

### Table 9.1

**Exports of Handicrafts from 1998-99-2003-04**

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>A. Carpet &amp; other floor covering</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Woollen</td>
<td>1783.32</td>
<td>1888.45</td>
<td>2045.96</td>
<td>2152.69</td>
<td>2293.79</td>
<td>2015.11</td>
</tr>
<tr>
<td>2. Silk</td>
<td>136.46</td>
<td>153.93</td>
<td>167.03</td>
<td>198.27</td>
<td>209.42</td>
<td>198.69</td>
</tr>
<tr>
<td>3. Synthetic</td>
<td>94.16</td>
<td>93.65</td>
<td>102.16</td>
<td>85.17</td>
<td>87.05</td>
<td>86.24</td>
</tr>
<tr>
<td>Total (A)</td>
<td>2013.94</td>
<td>2136.03</td>
<td>2315.15</td>
<td>2436.13</td>
<td>2590.26</td>
<td>2300.04</td>
</tr>
<tr>
<td>B. Other Handicrafts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Wood ware</td>
<td>1329.16</td>
<td>1497.18</td>
<td>1778.10</td>
<td>1758.90</td>
<td>2165.21</td>
<td>2642.42</td>
</tr>
<tr>
<td>2. H.P.Textiles Scarves</td>
<td>1033.98</td>
<td>1158.05</td>
<td>1276.72</td>
<td>1221.59</td>
<td>1466.52</td>
<td>1611.43</td>
</tr>
<tr>
<td>3. Embroidered and</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Crochet goods</td>
<td>1209.42</td>
<td>1584.36</td>
<td>1964.78</td>
<td>1931.97</td>
<td>2477.75</td>
<td>3286.05</td>
</tr>
<tr>
<td>Shawls as Artwares</td>
<td>58.10</td>
<td>62.50</td>
<td>75.23</td>
<td>72.70</td>
<td>75.23</td>
<td>75.23</td>
</tr>
<tr>
<td>Zari and zari goods</td>
<td>74.95</td>
<td>83.52</td>
<td>142.32</td>
<td>134.04</td>
<td>159.47</td>
<td>210.54</td>
</tr>
<tr>
<td>Imitation jewelry</td>
<td>104.10</td>
<td>113.64</td>
<td>121.68</td>
<td>117.53</td>
<td>138.79</td>
<td>161.90</td>
</tr>
<tr>
<td>Misc handicrafts</td>
<td>1057.57</td>
<td>1116.40</td>
<td>1210.08</td>
<td>1146.58</td>
<td>1391.62</td>
<td>1900.46</td>
</tr>
<tr>
<td>Total (B)</td>
<td>5143.70</td>
<td>5969.60</td>
<td>6955.35</td>
<td>6769.50</td>
<td>8343.41</td>
<td>10465.14</td>
</tr>
<tr>
<td>Grand Total (A+B)</td>
<td>7157.64</td>
<td>8105.63</td>
<td>9270.50</td>
<td>9205.63</td>
<td>10933.67</td>
<td>12765.18</td>
</tr>
</tbody>
</table>
**EXPORT PROMOTION MEASURES**

The following are brief of activities undertaken during the year 2003-04 by Export Promotion Council for Handicrafts (EPCH):

- Workshop on Export Marketing with special reference to Export Finance & FEMA at Panipat on 4th April 03. The workshop was attended by 45-50 participants.

- Workshop on Custom Security Measures on Import Cargo to USA on 16th April, 03. The workshop was attended by 20-25 participants.

- Workshop on Export Procedure of Handicrafts for International Marketing held from 11th May-13th May 03 at Guwahati. The workshop was attended by 45-50 participants.

- Workshop on Intellectual Property Rights, Patents / Copyright, protection held on 27th May 03 at Bangalore. The workshop was attended by 65 participants.

- 5 Presentation on Sport India (Sports Goods, Out Doors and Toys) Shows were held on 28th May 03 at Mumbai, 2nd June 03 at Delhi, 6th June 03 at Kolkata, 9th June 03 at Meerut & 11th June 03 at Jalandhar. The workshops were attended by more than 195 participants.

- Workshop on Export Marketing Procedure and Documentation for International Marketing held on 31st May to 1st June 03 at Guwahati. The workshop was attended by 40 participants.

- Workshop on Income Tax Planning and Intellectual Property Rights, Trade Marks and Patent held on 12th June 03 at Mumbai. The workshop was attended by 50 participants.

- Honkong Houseware & Hongkong Gifts & Premium Show at Hongkong from 23rd –26th July 03 held at Hong Kong. The Council has arranged participation of 46 Indian Exporters in the Show. They have displayed all Handicrafts Products.

- 2 Workshops on Shipping and Packaging held at Guwahati on 19th – 20th July 03 and 29th July 03 at Guwahati. The workshops were attended by 65 participants.

- Workshops on Product Quality Cost Management at Agartala on 26th July 03. The workshop was attended by approximately 20 participants.

- Macef-Autumn Show-Milan –Italy from 5-8 September 03. The Council has arranged participation of 21 Indian exporters in the show. They have displayed all Handicrafts Products.

- International Autumn Fair-Birmingham [U.K.] from 7-10 September 03. The Council has arranged participation of 12 Indian exporters in the fair. They have displayed all Handicrafts Products.

- Buyer-Seller Meet at Johannesburg [South Africa] from 13-21 September 03. The Council’s participation as a promotional booth of forthcoming Indian Handicrafts & Gifts Fair-Autumn 03.
The Council has organized the Folk Craft Festival of India-Berlin [Germany] from 13-21 September 03. The Council has arranged participation of 20 Indian exporters in the festival. They have displayed all Handicrafts Products.

Indian Handicrafts & Gift Fair-Autumn 2003 held from 13-16 October 03 at Pragati Maidan, New Delhi

Bangkok International Gifts Fair held from 18-21 October 03 at Bangkok [Thailand] Barter stand for promotion of IHGF-Spring 04

Asian Gifts & Premium & Household Products Show held from 21-24 October 03 at Hong Kong. The Council has arranged participation of 15 Indian exporters in the show. They have displayed all Handicrafts Products.

Organized the Folk Crafts Festival of India during XII Expoaretanias 03 from 5-18 December 2003 at Columbia.


Workshop on Export Marketing Procedure, Documentation held from January 28, 2004 at Bhubaneswar (Orissa). The workshop was attended by more than 75 member-exporters.

Workshop on Packaging of Handicrafts for Exports held from January 29, 2004 at Bhubaneswar (Orissa). The workshop was attended by more than 75 member-exporters.

An Exhibition of Handicrafts & Handloom and a Buyer-Seller Meet held on 30th January, 2004 at Puri (Orissa).

Organized a Folk Craft Festival of India during Expo Hogar Regalo at Barcelona, Spain from 31st January to 3rd February, 2004. 23 registered member-exporters participated in the Show.

Participated in the International Spring Fair, Birmingham, UK from 1st to 5th February, 2004. 28 handicrafts exporters participated in the fair and displayed their products.

Organized Indian Handicrafts & Gifts Fair (Spring) alongwith World Bamboo Expo-2004 from 28th February to 2nd March, 2004 at Pragati Maidan, New Delhi.

Participated in the SARCDA International fair from 13-15 March, 2004 at Midland, South Africa- 10 handicrafts exporters displayed their products during the fair.

Organised participation in the North East Expo jointly organised by Deptt. of NER & ITPO from 18-21, March, 2004 at Pragati Maidan, New Delhi.

Participated in the Spice Route Programme at SEARS, Canada from 21st March to 3rd April, 2004. 12 craft persons were selected for the live demonstration of Crafts at three different places viz. Toronto, Vancouver and Ottawa.
13th Export Award Function was organised on 12th March, 2004 at Vigyan Bhawan, New Delhi. 124 handicrafts exporters were awarded by Hon'ble Vice-President of India.

The following are brief of activities undertaken during the year 2003-04 by Carpet Export Promotion Council (CEPC):

- A seminar on achievements and challenges of India carpet Industry was held on 17.4.2003.
- CEPC organised Focus India Exhibition and Buyer-Seller meet in Australia during May, 2003.
- Council issued 4,11,100 Kaleen Labels to the Member-Exporters.
- Council enrolled 2217 Members/Registration of Exporters.
- The Council organized 1st World Conference on Handmade Carpet on 4-5 November 2003 at New Delhi.
- The Council organized India Carpet Expo from 5-7 November 2003 at Pragati Maidan, New Delhi.
- The Council participated Domotex International Trade Fair from 17-20, January at Hanover (Germany) wherein 67 member-exporters participated in the Fair.
- The Council participated in the workshop on “Technology in Woollen Products including Carpets for Exporters” at Jaipur on 27.03.2004.
MINISTRY OF TEXTILES

IMPORTANT PROJECTS/INITIATIVES

UNDP PROJECT

a. Carpet project: The project aims to promote employment and income generation in hand-knotted carpet industry with special focus on value addition design development and improvement in technology and post weaving processes including use of vegetable dyes in carpet manufacturing to augment the export. The total outlay of the project is Rs. 990.86 lakh in which the GOI contribution is Rs. 485.00 lakh. The project commenced in December 1999 and would conclude in November 2003. During the financial year 2003-04, the total outlay of the project is Rs. 87.22 lakh in which the GOI contribution is Rs. 77.22 lakh.

The progress achieved in the UNDP carpet project being implemented through different agencies is as under:–

• The IIT, Delhi had developed looms, hand-tools, washing, drying plant, embossing machines, trimming and moisture measuring device for use by the weavers etc. in the carpet industry and organized training-cum-awareness programme to promote new technologies amongst them. So far, more than 500 weavers have been trained in various carpet belts and the training-cum-awareness programmes are still in progress. 500 looms and 1000 tool kits are under distribution to weavers in all carpet belts through CEPC at a subsidized rates.

• Indian Institute of Carpet Technology, Bhadohi has been strengthened by providing computer aided design (CAD) system, colour matching and testing equipments. IICT has also commenced training programme for designer in CAD application for making carpet designs, training of weavers in weaving and washing etc. by using new technologies. Industry has also started sourcing their design requirement from IICT. So far, more than 110 weavers/designers/trainers have been trained.

B. Cane & Bamboo: UNDP Cane & Bamboo Project taken up in 1999-2000 is under advance stage of implementation. This project seek to provide important inputs on propagation, plantation and conservation of Cane & bamboo species, product development through design, technology up-gradation, marketing support and adopting cluster development approach to build local capabilities of artisans and entrepreneur.
**Plantation Activities**

The KFRI/RFR/SFRI completed identification of Handicrafts specific species in Bamboo & Cane, development of plantation and management techniques for such species. Trained 3800 farmers in 50 programmes, enabling to take up plantation of these species on private and community land. Distributed 1.50 lakh planting stocks to the farmers and setup 45 Nurseries/demonstration plots to meet the requirements of planting stock in future.

The detail of bamboo species identified for commercial production are as under:

**For North Eastern Region (NER)**

**For Kerala.**
(i) B. Balcooa (ii) D. Giganteus (iii) B. Nutan (iv) B. Phyllostachys.

**Design Development by North Eastern Handicrafts & Handlooms Development Corporation (NEHHDC)/National Centre for Design & Product Development (NCDPD)**

In the year 2002 – 03 Designers developed 125 prototypes of various handicrafts and furniture during the workshop conducted in artisans clusters at Mawsynram (Meghalaya), Patsoi, Moirang (Manipur), Badarpur, Teijpur, Barpeta Road (Assam) and Ziro (Arunachal Pradesh). Two International designers have been engaged by NCDPD, New Delhi to develop items exclusively for International Market.

Phillipino designer Ms. Cora Jacob had developed 150 prototypes of bags and accessories with mix material with the help of artisans from North-East. Ms. Vicky Lederman another designer from USA has developed 16 prototype of bamboo furniture. These products were displayed in some International events like Birmingham (UK) fair, IHGF, New Delhi, Muba Basel (France) fair and received good response.

**Development of Tools, Technologies and Finishes by IIT Mumbai/IIT Guwahati**

The Indian Institute of Technology, Mumbai developed tools and technologies for processing of bamboo and cane. 400 set of improved tool kit have been fabricated which are being distributed among artisans on the 1/3 subsidized rate in North-East and Kerala.

The Bamboo Tool Kit contains the tools based on process i.e. Sawing, Scrapping, Measuring, Marking, Weaving, Binding, Sharpening and Finishing.


The Cane Tools/Machinery are as under:


Besides above IIT Mumbai has also identified and developed following colors with natural dyes and tested it for color fastness to light.
MINISTRY OF TEXTILES

- Brown 1 with Cow Urine, Brown 2 with Katha, Light brown with Tea Leaves,
- Yellow with Haldi, lack with Haritaki, range with Alta.

Training: Artisans in craft clusters of Dimapur (Nagaland), Mowsynram (Meghalaya), Patsoi (Manipur), Tejpur, Barpeta Road, Badarpur (Assam), Nalchar, Charilan (Tripura), Pallel (Manipur) under North-East Region and Manikyamangalam, Manjapra, Angamaly, Jordanpuram, Thottakam, Sarvodaya Sangam Thottakam, Sarvodaya Sangam Maria Unit, Thottakam, Madathara, Tenmala, Aryan Kavu, Sasthamkotta in Kerala state have been given training in use of tools and technologies developed by IIT Mumbai and 654 artisans trained. Further training is in progress.

Common Facility Centres (CFC) by Corporations/NGOs

Following 8 CFCs to provide mechanized facility for processing of raw material etc., has been set up.
1. Dimapur (Nagaland), 2. Ziro (Arunachal Pradesh), 3. Barpeta (Assam) 4. Katlamara, Agartala (Tripura) 5. Aizawl (Mizoram), 6. Langhor (Manipur), 7. Shillong (Meghalaya) 8. Angamally (Kerala). The Capacity Building cum Training Programme has been implemented in these CFCs for transfer of technology as a measure to strengthened their capabilities enabling them to produce item for up-domestic and International market. 50-60 trainees have been trained in each CFCs and now these trainees are capable to produce value added items. Market linkages of these CFCs/artisans with buyers/exporters are being explored.

In addition to above, 12 Micro-Common Facility Centres have been established at the following places:

The following machineries developed by IIT Mumbai have been supplied to these MCFCs to facilitate local artisans to use it for improving their quality and products:

Forest Certification of Bamboo Plantation/Forest in North-East States

Katlamara near Agartala in Tripura, Jaluki near Dimapur (Nagaland) and Ziro (Arunachal Pradesh) have been selected by IIFM for documentation and assessment for their possible forest certification by a Forest Stewardship Council (FSC) accredited certification body. This would benefit the handicraft sector in general and bamboo planters & artisans in particular by linking the certified plantations with the export markets in the environmentally conscious developed markets through the Chain-of-Custody of certified handicraft products. The documents on the plantation areas including the management plan is in the progress.
The detail of nurseries/green house/demonstration plot established by SFRI and RFRI is given below.

1. Nurseries (SFRI): -Namsai – 1, Lathow – 1, Yachulli – 1, Chessa – 2
2. Demonstration Plot (SFRI):- Bamboo – Jairampur, Dulongmukh and Along
   Cane – Jairampur and Namsai.
3. Demonstration Plot (RFRI):- Sukhovi (2.5 ha), Dakhinpat Satra, Jorhat (4 ha)

The total outlay of the project is Rs.915 lakh, out of which Rs.450 lakh is the contribution of Government of India. The project commenced in December 1999 and will conclude in November, 2003. The activities undertaken under UNDP - Cane & Bamboo project during the year 2003-04 is as under:-

- Conducted Capacity Building-cum-Training Programme at CFC Agartala, Manipur & Mizoram-Total 255 artisans benefited in these 3 CFCs.
- Participated in Harrogate (U.K) fair during July 03 – on the support order and business inquiries generated.
- Research team of IIFM visited Mizoram to identify possible site for documentation and certification of Bamboo.
- IIFM, Bhopal organized workshop on “sensitization workshop on forest certification” at Agartala during 2-3 July 03.

India Exposition Mart
With a view to give a massive fillip to the exporters of handicrafts, carpets and jute, India Exposition Mart is being set up at Greater NOIDA. The MART shall be a permanent contact point for foreign buyers and shall remain open throughout the year for a continuous buyer-seller interaction. This MART shall have 900 outlets with a Resource Centre and latest Information Technology enabled facilities. The Mart is expected to boost export and likely to commence from December 2004.

Urban Haat
With a view to providing permanent-marketing outlets to the artisans’ community from rural as well urban areas, a new plan scheme titled “Setting up of Urban Haat” was launched in the year 1999-2000. The scheme envisages setting up of Urban Haats on the pattern of the successful experiment of Dilli Haat, New Delhi. During the 9th Plan period 18 such Haats were approved by Planning Commission at commercially, important and tourist oriented locations in the country, and the target fully achieved. A provision for establishment of 20 Urban Haats has been agreed to during the 10th Five Year Plan.

Till date(upto December 2003) Urban Haats sanctioned in the States are at Ahmedabad (Gujarat), Agra (U.P.), Bhubneshwar (Orissa), Thirupathi (AP), Kolkata (West Bengal), Unchana (Karnal) (Haryana) Jammu (J&K), Ranchi (Jharkhand), GoharMahal (M.P.), Agartala (Tripura), Jaipur & Jodhpur (Rajasthan), Raipur (Chattisgarh), Dehradun (Uttaranchal), Guwahati (Assam), Kanpur (U.P.), Srinagar (J&K), Thiruvanthapuram (Kerala), Lucknow (U.P.), Surat & Bhuj
MINISTRY OF TEXTILES

(Gujrat), Hazaribagh (Jharkhand), Patiala (Punjab), Varanasi (U.P.), Mysore (Karnataka) and Dimapur (Assam). Urban Haats at places Jammu (J&K), Karnal (Haryana), and tirupati are being organized. The calendar of events for participation of artisans throughout the country in these Haats have been drawn and circulated. The artisans have started participating in these Haats. During the year 2003-04, the following Urban haats were sanctioned/approved in principle.

| Table 9.2 |
|-----------------------------|------------------|-----------------|
| 1. Mysore (Karnataka) | J.S.S. Mahavidyapeetha, Mysore | 2003-04 |
| 2. Dimapur (Assam) | Directorate of Industries & Commerce, Nagaland | 2003-04 |
| 3. Puri (Orissa) | Orissa Industrial Infrastructure Development Corporation, Bhubaneswar | 2003-04 |
| 4. Konark (Orissa) | Orissa Tourism & Development Corporation, Bhubaneswar | 2003-04 |
| 5. Pune (Maharashtra) | Nalanda Pratishthan, Pune | 2003-04 |

The scheme allows for allotment of built up stalls to artisans on fortnightly rotation basis and 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 then 36 thousand artisans annually, when started functioning with full swing.

The selling of products directly to the consumer is important to eliminate the role of middlemen who usually grab the major portion of profits in the handicrafts/handlooms sector. Not only this the customers/tourists of these Haats will also get a cultural ambience in the heart of the cities. They will also enjoy ethnic food of different states in addition to getting handicrafts/handlooms items at reasonable rates.

Handicrafts Bhawan

1. The then Minister of Textiles laid the foundation Laying Ceremony of construction of Handicrafts Bhawan between ‘B’ and ‘C’ block of Emporia complex at Baba Kharak Singh Marg, New Delhi on 29.01.2003. The CPWD has already started execution of construction work, which presently is in full swing. The cost of project has been estimated at Rs. 11.04 crore. The building shall be completed within a time frame of 18 months in a time bound manner.

2. The proposed construction of new Handlooms and Handicrafts complex at ‘A’ Barracks Janpath, New Delhi, which is presently occupied by CCIC and other offices. (renamed as 2 H, Janpath, New Delhi). Land and Development office, Ministry of Urban Development has allotted a place of
land measuring 1.779 acres to the Ministry of Textiles, for proposed construction of 2H, Janpath, New Delhi. The possession of land has been taken over by the representative of the Ministry of Textiles after making a payment of Rs. 40.00 lacs approx to the L&DO. This is one of the most prestigious project of the Ministry of Textiles

PUBLIC REDRESSAL GRIEVANCES CELL

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

SOCIETIES UNDER ADMINISTRATIVE CONTROL OF DC(HANDICRAFTS)

Indian Institute of Carpet Technology (IICT), Bhadohi

The Indian Institute of Carpet Technology, Bhadohi popularly known as IICT, is only one of its kind in Asia, has been setup with the following objectives and to provide much needed support to Carpet and allied industries: -

- Conduct B.Tech course in Carpet and Textile Technology, which is recognized both by AICTE, New Delhi and UP Technical University, Lucknow.
- Conduct Industry driven short term courses in all relevant areas for the carpet industry.
- Provide testing facilities in yarn composition, fiber blends, colour matching and dying, carpet testing etc.
- Conduct R&D in relevant areas in consultation with industry and also under takes specific consultancy assignments.
- Provide carpet designs to the industry and dying, carpet testing etc.
- Conduct training in CAD, weaving, finishing, dyeing etc.

Activities during the year 2003-04

- 16 students were admitted through UPSEAT in third batch of B. Tech degree course in carpet and Textile Technology.
- The IICT brought out first collection of design for sale, exporters have appreciated the efforts and started sourcing their design requirement through IICT.
- The Institute has started providing design& testing facility to carpet industry.
- The Institute has commenced training programme of weavers in weaving/finishing of carpet and training of designers in application
of CAD in carpet designing at Bhadohi and Jaipur.

- The tendering for procurement of equipment for dyeing, finishing, maintenance, weaving and spinning section completed. Supply order issued. Equipments started arriving.
- The IICT participated in First World Conference on Carpets.
- The IICT included in All India Engineering Entrance Examination (AIEEE), 2004 through which admission take place from the 2004-2005.

**Metal Handicrafts Service Centre (MHSC), Moradabad**

The Metal Handicrafts Service Centre (MHSC) has been set up at Moradabad to meet the requirement of art metalwares sector in areas of post production finishing processes keeping in view the international requirements. MHSC functions under the administrative control of DC (Handicrafts) and is managed by a Governing Council consisting of representatives of Government of India, Government of UP and representatives of trade and craft persons.

The center has the following division for providing various facilities to the exporters/artisans etc.
- Electroplating shop
- Training
- Lacquering
- Powder coating
- Polishing shop
- Testing and Research Development Laboratory

**ACTIVITIES**

The MHSC has provided the following services to the industry during the year:

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

**RESTRUCTURING**

In view of requirement of Moradabad Metal Industries with reference to changing scenario on the technical front and to enable MHSC to compete with the countries leading in Metal Industries i.e. China Taiwan Koria, Pakistan and Phillipine etc. this office has viewed that the center may be restructured as a nodal center to respond the requirement of time and to provide a fillip to the industry and help in increase of export. In fact this will be a futuristic modal service center which will go long way for benefits of Brass artware industry at
Moradabad. The entire activities of MHSC are being restructured.

The total cost of restructuring involves Rs. 454.05 lakh. Out of which Govt. of UP has released a funds of Rs. 350 lakh for restructuring the following activities of the center:

1. Up-gradation of Laboratory
2. Restructuring of processing facilities
3. Technological research center

The balance of Rs. 104.09 lakh for above activities has been provided by Govt. of India through re-appropriation of unspent balance with the MHSC. The restructuring plan under progress for which an administrator and a consultant for up-gradation of laboratory has been engaged. Further to implement the various activities of up-gradation plan a steering group and technical committee has been constituted and action plan has already been finalized. Tenders for machine/equipments and civil work have been called and same has been finalized. Work Order in respect of civil work has been given to the lowest bidder, other activities of up-gradation plan are also in progress.

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

- Located at Okhla, New Delhi with branch office at Moradabad.
- Registered as society under Societies Act, 1860 with DC(HC) as its Chairperson and a member from trade as Co-Chairperson.
- The objective of the centre is to meet design and technology related needs of hard goods sector.
- Project cost amounts to Rs.537 lakh.

Bamboo & Cane Development Institute (BCDI), Agartala

- Being restructured to meet the entire need and requirement of bamboo industry in global context in the areas of HRD, technology upgradation R&D and common facility services.
- The NID is coordinating the entire restructuring plan including training programme.
- The Standing Finance Committee has approved the project proposal for upgradation of BCDI in its meeting held on 08.09.2003 at an estimate cost of Rs. 10.92 crore.
- The Govt. of Tripura had allotted a land measuring 4.79 acres free of cost for construction of new BCDI Complex at Agartala.
- The Institute now covers the areas of product innovation, skill upgradation and transfer of technology to the artisans working with Cane & Bamboo under a comprehensive page inclusive of design inputs.
- The syllabus for training programme for skill upgradation of artisan restructured completely and made more broad based and training programme commenced.
SPECIAL PACKAGE FOR JAMMU & KASHMIR

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

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

During the year 2002-03, an amount of Rs. 93.51 lakh has been sanctioned/released to J&K State Handicrafts Development Corporation/J&K Apex Federation for undertaking various components as envisaged in the Action Plan for implementation of the package. During the year 2003-04, an amount of Rs. 8.89 crore has been released.

SPECIAL HANDICRAFTS TRAINING PROJECT (SHTP)

In pursuance of the then Prime Minister’s announcement on 15th August 2002, SHTP is being implemented by the office of Development Commissioner (Handicrafts) Programme aims to benefit 10,000 artisans/weavers (with the financial implication of Rs. 7.57 crore) out of which 2200 would be trained for carpet weaving and 7800 would be on crafts other than carpet during 10th Plan through existing components of Guru Shishya Parampara under Design & Tech. Upgradation scheme and training for carpets and crafts other than carpet under AHVY approved scheme. It is expected that implementation of SHTP would result in creation of productive workforce resulting in enhance production of handicrafts & improvement in socio-economic status of artisan’s community as a whole.

Objectives

The objectives of the project is to provide training to semi skilled artisan/carpet weavers to upgrade their skill so as to be responsive to changing market requirements. Broadly the objectives of the scheme are as under:

1. To upgrade the skill of existing as well as new craftsperson/carpet weavers.
2. To enhance employment opportunities.
3. To transfer skill of Mastercraftpersons to new trainees.
4. To increase production base of crafts having high market demand.

During 2003-04, 337 programmes have been sanctioned and Rs 100 lakh has been released under this scheme.

WORKSHED FOR HANDICRAFT ARTISANS

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

**Component:** This scheme provides for construction of workshed both in rural and urban areas with the minimum areas of 30 sq mtr. Financial assistance with the ceiling of Rs. 20,000 and Rs. 22,000 is available for rural and urban areas respectively. During 2003-04, 968 work-sheds have been sanctioned in J&K with an expenditure of Rs 1.98 crore.

**BIMA YOJANA FOR HANDICRAFTS ARTISANS**

In pursuance of announcement made by the then Prime Minister, Bima Yojana for handicrafts artisans was formulated by Office of the Development Commissioner (Handicrafts) with a view to provide benefit to handicrafts artisans. The scheme envisages to cover 2 lakhs weavers/artisans under insurance cover during 10th Plan period. The scheme is being implemented in association with LIC of India.

**Objectives:** The objective of “Bima Yojana for Handicrafts Artisan’ is to provide life insurance protection to the handicrafts artisans, whether male or female, between the age group of 18-60 years.

**Scheme Contents:** There are two components under the Bima Yojana for handicrafts Artisans:

1. Coverage under existing ‘Janshree Bima Yojana’ of LIC and
2. Add-on Group Insurance coverage for death.

During 2003-04, the target was to cover 67000 artisans with an estimated financial implication of Rs. 100 lakh. Total expenditure released up to March 2004 was Rs. 60 lakh and 62070 numbers of artisans/beneficiaries were identified for coverage under ‘Bima Yojana’ during the year 2003-04.

**ARTISANS CREDIT CARD (ACC)**

The ACC scheme has been formulated with a view to provide adequate and timely assistance to artisans in order to fulfill their working capital need. It is targeted to issue 2 lakhs cards in the current financial year 2003-04 and all the State Governments and banks have been advised to play a proactive role in achieving the target. The then Prime Minister launched this scheme on 19th December, 2003 and so far 16500 credit cards have been issued.

**All India Handicrafts Board**

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