



CHAPTER X

HANDLOOMS



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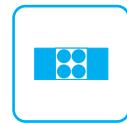
Handlooms constitute a timeless facet of the rich cultural heritage of India. As an economic activity, the handlooms occupy a place second only to agriculture in providing livelihood to the people. The element of art and craft present in Indian handlooms makes it a potential sector for the upper segments of domestic and global market. However, the sector is beset with manifold problems such as obsolete technologies, unorganized production system, low productivity, inadequate working capital, conventional product range, weak marketing link, overall stagnation of production and sales and, above all, competition from powerlooms and mill sector. As a result of effective Government intervention through financial assistance and implementation of various developmental and welfare schemes, the handlooms sector, to some extent, has been able to tide over these disadvantages. The production of handloom fabrics has gone up to 6536 million sq. meters in 2006-07, from 500 million sq. meters in the early fifties. During 2007-08 (upto Oct. 2007), the production of cloth is 4001 mn. sq. mtr. and it is expected to reach 7,074 mn. sq.

mtr. by March 2008. The sector accounts for 13% of the total cloth produced in the country (excluding clothes made of wool, silk and hand spun yarn).

Handlooms form a precious part of the generational legacy and exemplify the richness and diversity of our culture and the artistry of the weavers. Tradition of weaving by hand is a part of the country's cultural ethos. Handloom is unparalleled in its flexibility and versatility, permitting experimentation and encouraging innovation. Weavers with their skillful blending of myths, faiths, symbols and imagery provide their fabric an appealing dynamism. The strength of Handlooms lies in innovative design, which cannot be replicated by the Powerlooms Sector.

Production and Employment

During 2007-08 (up to October, 2007), the handlooms sector produced 4001 million sq. metres (Provisional) of cloth, up by 7.5% over the corresponding period of 2006-07. As per the joint census of Handlooms and Powerlooms 1995-96, 65.51 lakh persons



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are engaged in weaving and associated activities in the handloom sector.

Development and Welfare Programmes

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

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

The various schemes implemented by the Office of the Development Commissioner for Handlooms address the felt needs of the weavers who constitute the disadvantaged social strata and occupational groups and thus, are at the bottom of the economic hierarchy. Concerted efforts are being made through the schemes and programme to enhance production, productivity, and efficiency in the handloom sector and enhance the income and socio-economic status of the weavers by providing skill

up-gradation and infrastructure and input supply support to them.

ONGOING SCHEMES AND PROGRAMMES

INTEGRATED HANLOOMS DEVELOPMENT SCHEME.

The Integrated Handloom Cluster Development Scheme was launched in 2005-06 for comprehensive and holistic development of 20 selected handloom clusters, each having about 5000 looms. The action plan approved by the Apex Committee for 2007-08 is under implementation.

As per the action Plan, the self-help groups have been formed and credit linkages for credit have been established. Exhibitions and Buyer-seller meets have also been organized, resulting increasing the sales. The Dyers' workshops and workshop on exports procedure have also been held to assist the weavers in these clusters. The Professional designers have been engaged in these clusters to assist the weavers in creating designs, which are accepted by the market. The Yarn depots have also been setup to supply yarn at Mill Gate Price in these clusters.

During the XIth Five Year Plan, a new scheme called "Integrated Handlooms Development Scheme" is being implemented as a Centrally Sponsored Plan Scheme for the development of handlooms sector and welfare of Handlooms weavers by amalgamating, with or without modifications, the essential components of four schemes: (i) the Deen Dayal Hathkargha Protsahan Yojana (DDHPY); (ii) the Integrated Handlooms Training Project; (iii) the Workshed-cum-Housing Scheme; and (iv) the Integrated Handlooms Cluster Development Scheme



that were being implemented during the Xth Five Year Plan. The scheme aims to focus on formation of weavers group as a visible entity, develop the Handlooms Weavers Groups to become self-sustainable, inclusive approach to cover weavers both within and outside the Co-operative fold, skill up-gradation of handlooms weavers/workers to produce diversified products with improved quality to meet the market requirements, provide suitable workplace to weavers to enable them to produce quality products with improved productivity etc. Under the scheme, clusters of about 300–500 looms each will be taken up for development in a time frame of 3 years at an upper cost of Rs.60.00 lakh per cluster. It is proposed to take up about 625 clusters during the XIth Five Year Plan.

The new Integrated Handlooms Development Scheme has been approved by the Government on November 26, 2007. Upto December 2007, Rs. 54.18 crores has been released for setting up of 127 clusters, and other components of the scheme.

Input Support

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

Mill Gate Price Scheme:

The scheme was introduced during 1992-93 with the objective to provide all type of yarn to the handloom weavers' organizations

at the Mill Gate Price. National Handloom Development Corporation (NHDC), a Government of India Undertaking is the only agency authorized to implement the scheme. The scheme will continue during the XIth Five Year Plan. The scheme benefits the following organizations and their member weavers:

- All Handloom organizations of National/State/Regional/Primary handloom level.
- Handloom Development Centre.
- Handloom producers/exporters/manufacturers registered with HEPC/any other export promotion council under Ministry of Textiles/Director of Industries/Handloom of State/U.T.
- All approved export houses/trading houses/star trading houses for production of handloom items.
- Member of recognized/approved handloom associations.
- NGOs fulfilling CAPART norms.
- Any other agency approved by the Office of the Development Commissioner (Handlooms), Ministry of Textiles, Government of India.

All types of yarn required for production of handloom items are covered under the scheme. The yarn is being arranged by NHDC from the mills as per the requirement of the user agencies and transported to the godown of the agency. There is also a provision for supply of yarn to the individual weavers through the yarn depots approved by the NHDC. 659 yarn depots have been established throughout the country till December 2007.

Under the Mill Gate Price Scheme, following assistance is provided:



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- (i) Freight reimbursement for transportation of yarn.
- (ii) Expenses of operating the yarn depots @ 2.5%, based on actuals.
- (iii) Service Charges to NHDC for its role as nodal agency for the implementation of the Mill Gate Price Scheme.

Of these, the assistance mentioned in items (i) and (ii) is being paid by the NHDC to the eligible agencies and is subsequently reimbursed to the NHDC by the Government of India.

There is also a provision for supply of yarn to the weavers in the remote areas through mobile vans for 20 days in a month. The actual expenditure involved for operating the mobile van is reimbursed, subject to a maximum of @ Rs.1,500/- per day, per van, by NHDC.

Under the Mill Gate Price Scheme, supply of yarn has increased from 202.45 lakh kgs. of Rs. 223.08 crores in 2004-05 to 437.21 lakh kgs. of Rs. 387.83 crores in 2006-07. During 2007-08 (upto January 2008), 524.90 lakh kgs. of Rs. 433.63 crores have been supplied.

Diversified Handloom Development Scheme (DHDS)

To ensure a holistic and integrated approach to design development and skill upgradation in the Handlooms Sector, a comprehensive Design Development and Training Programme was formulated during the Xth Five Year Plan. This scheme has since been converted into "Diversified Handloom Development Scheme (DHDS)" during the XIth Five year Plan. This is a Central Sector Scheme aimed at skill upgradation of the handlooms weavers through training, workshops and exhibitions, design development,

documentation of traditional designs and providing linkage and meeting the market requirements. During 2007-08, the approved outlay of the scheme is Rs.15.00 crores. Revised Estimate (RE) of Rs. 9.61 crores has been provided for 2007-08, of which Rs. 2.65 crores has been incurred upto December 2007. It is expected to incur Rs. 9.61 crores upto March 2008. The components of the scheme are:

- i) Strengthening of Weavers Service Centre/ Indian Institutes of Handloom Technology
- ii) Setting up of New WSCs/IIHTs
- iii) National Centre for Textile Design (NCTD)
- iv) Research & Development (R&D)
- v) Conducting Third Census and Issue of Identity cards to Handloom weavers

Weavers' Service Centres (WSCs)

Twenty five Weavers' Service Centres (WSCs) are functioning under the Office of the Development Commissioner for Handlooms. They play a vital role in imparting training of weavers, upgrading the skill and productivity of weavers. They have developed new designs and revived traditional ones. WSCs also render extension services, which involve transfer of design inputs, skills and technology to weavers. Of 25 WSCs, 24 are functioning under Non-plan and one under Plan Scheme at Srinagar (J&K). During 2006-07, Rs.1434.90 lakh (Non-Plan) and Rs.35.92 lakh (Plan) has been incurred against the RE Budget of Rs.1533.10 lakh and Rs.43.30 lakh under the Non-plan and Plan Heads, respectively. In view of tremendous demand from Handlooms concentrated and newly formed States, it has been decided to set up additional WSCs during the XIth Five Year Plan.



Indian Institutes of Handloom Technology (IIHT)

The Indian Institutes of Handloom Technology (IIHT) provide qualified and trained manpower to the Handlooms Sector and undertake experimental and research programmes on all aspects related to the handlooms industry. There are four IIHTs, one each at Varanasi, Salem, Guwahati, and Jodhpur in the Central Sector and three IIHTs, one each at Venkatagiri (Andhra Pradesh), Gadag (Karnataka), and Champa (Chattisgarh) in the States Sector. Three years Diploma Course in Handlooms Technology and 18 months Post Diploma Course in Textiles Chemistry are run by these IIHTs. Every year, 225 students are admitted in three years Diploma Course in Handlooms Technology and 28 in the 18 months Post Diploma Course. During 2006-07, Rs.319.57 lakh was incurred by IIHTs at Guwahati, Varanasi, and Salem, against the budget provision of Rs.335.95 lakh (Non-Plan), whereas Rs.51.56 lakh was incurred by IIHT at Jodhpur against the budget provision of Rs.65.00 lakh under Plan Head.

In order to cater to the needs of the handloom sector for technically qualified manpower, provision for opening the IIHTs in the Central Sector, where required, has been made in the XIth Five Year Plan. In pursuance of Hon'ble Prime Minister's announcement during his visit to the State of Orissa in August 2006, a IIHT is being set up at Bargarh (Orissa).

For strengthening of WSCs/ IIHTs, Rs. 1.67 crores has been released during 2007-08 (upto December 2007), under Plan Head.

Design Exhibition-cum-Dyeing Workshop

The Weavers' Service Centres are organizing Design Exhibition-cum-Dyeing Workshops since 1995-96, to create

awareness about the services available, and impart training in dyeing techniques and design development in the weavers' concentrated areas. WSCs also propagate modern dyeing techniques and making available designs at the doorsteps of the weavers.

During 2006-07, 226 Design Exhibition-cum-Dyeing Workshop were conducted. During 2007-08, it is targeted to conduct 250 Design Exhibition-cum-Dyeing Workshops by 25 WSCs. Upto December 2007, 240 Design Exhibition-cum-workshops are sanctioned.

Research and Development

The Indian Handlooms industry is a part of our rich cultural heritage, and its preservation will ensure continuation of this cherished heritage. The Research & Development (R&D) is an essential tool to keep pace with the fast evolving changes in the market. R & D has also been undertaken as a strategy to have a regular feed-back on economic, social, aesthetic, technical and promotional aspects of handlooms sector and to work hard to exploit the opportunities for renewed growth with the help of expertise of reputed research institutes and other professional/voluntary organizations, Non Governmental organization, universities, and IIHTs/WSCs.

R&D activities, which inter-alia cover studies, need-based survey, take into account strength and weakness of the handlooms sector and take steps to ensure that the sector benefits from the more open trading regime. High value niche products are to be developed through the modernization of looms, craftsmanship with unique and intricate designs.

During 2005-06, Rs.26.50 lakh and Rs.13.55 lakhs in the year 2006-07



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was released to different organizations under the scheme. During 2007-08 (up to November 2007), Rs.14.38 lakhs has been sanctioned under the scheme.

Integrated Handloom Training Project (IHTP)

In pursuance of the Prime Minister's announcement on the Independence Day of 2002, an Integrated Handloom Training Project (IHTP) was introduced for the comprehensive skill up-gradation of weavers and workers working in the handlooms sector. During 2006-07, there was a provision to train 13,000 weavers. Against this fund released to train 9,740 weavers, whereas 8,620 weavers have since been trained and training of remaining are in progress. During the XIth Five Year Plan, IHTP has been subsumed into "Integrated Handloom Development Scheme" (IHDS).

National Centre for Textiles Design (NCTD)

National Centre for Textile Design was set up in January 2001 at Handlooms Pavilion, Pragati Maidan, New Delhi to promote traditional and contemporary designs to enable the textiles industry, particularly in the Handloom Sector, to be responsive to the rapidly changing market demands. The activities of the NCTD are as follows:

- **On-line Activities:** Include dissemination of information related to textiles designs through its website www.designdiary.nic.in. The site provides information relating to national and international design trends and colour forecast, design pool, and cyber yellow pages, panel of textiles designers and linkages to other textiles related sites.

- NCTD uploads various designs and layouts developed by the professional artists of the Weavers' Service Centres, based on the themes, and make them available to users and subscribers.
- **Off-line Activities:** Include holding of special exhibitions on sustained basis for increased product exposure and awareness regarding handlooms products among the public.

The exhibitions of NCTD are held under the title "TANTAVI" (a Sanskrit word which means – "of the loom"), which is also the registered trademark of NCTD. NCTD is also making available the developed fabric samples to the manufacturers and exporters for development in large scale to cater their local and export market requirement. NCTD converted full length theme based fabric samples into three-dimensional forms, and displayed it in the exhibitions, which drew due attention of the national level manufacturers and exporters. The Tantavi Series are detailed below:

(a) Structured fabrics (First Series)

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

(b) Patterned fabrics (Second Series)

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

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

The third series "Tantavi 2005-06" based on coloured structures, patterns and textures developed by Weavers Service Centres. 142 samples were finally produced. Out of these yardages, made ups, apparels and accessories were made by National Institute of Fashion Technology (NIFT). These were showcased in four metropolitan cities - Delhi, Mumbai, Bangalore and Chennai from December, 2005 to January 2006 and at Shantiniketan, Imphal, Kohima, and Bargarh from April to May, 2007.

(d) Brocade Textiles (Fourth Series)

The fourth series based on the 100 samples developed by Weavers Service Centres in yardages with the theme of **Brocade Textiles**. Transformation of the developed full length samples in to made-ups and apparels is under progress and these will be exhibited soon.

Other Exhibitions

Other than Tantavi, NCTD also participated in the following exhibitions in 2007:-

- "India Weave 2007" from 23.10.07 to 5.11.07 at Dilli Haat.
- "India International Trade Fair 2007" from 14-27 November, 2007

Third Handlooms Census and issue of Identity Cards to handlooms weavers

The last Census was undertaken about eleven years ago. Since then lot of changes have taken place in the sector. Data needs to be updated regarding number of weavers, number of looms, cloth production, and employment. It is therefore decided to conduct third Handlooms Census and to issue identity cards to handlooms weavers enumerated during the census operation. The proposed census will facilitates formulation of more useful and effective schemes for the benefit of handlooms weavers.

The issue of Identity Cards to the Handlooms weavers will ensure that only genuine weavers get the benefits of the various schemes being implemented by Office of the Development Commissioner for Handlooms for their growth and sustained development, in a hassle free manner. The process has already been started to select the agency to conduct census and issue identity cards.

Credit

For the working capital requirements of the Weavers' Cooperative Societies (WCS) and State Handlooms Development Corporations (SHDC), for production procurement and marketing, purchase and sale of yarn, National Bank for Agriculture and Rural Development (NABARD) provides refinance through State Cooperative Banks (SCB), District Central Cooperative Banks (DCCB) and Commercial Banks at concessional rates of interest. The National Scheduled



Castes and Scheduled Tribes Finance and Development Corporation, the National Backward Classes Finance and Development Corporation, and the National Minorities Finance and Development Corporation also provide working capital loans to the Weavers.

Handloom Weavers Comprehensive Welfare Scheme

The Government of India was implementing a Weavers' Welfare Scheme with the components of Thrift Fund Scheme, Health Package Scheme, and New Insurance Scheme as a Centrally Sponsored Scheme. In order to enable weavers, artisans, etc. to avail the social security benefits like insurance cover, health insurance, other welfare measures, etc., the budgetary support has been substantially stepped up.

During 2005-06 and 2006-07 the Government of India was implementing two separate schemes viz. (i) the 'Health Insurance Scheme' for providing health care facilities to the handlooms weavers in the country and (ii) the 'Mahatma Gandhi Bunkar Bima Yojana' for providing Life Insurance Cover to the handlooms weavers in case of natural / accidental death, total / partial disability due to accident. During the XIth Five Year Plan, both the schemes have been amalgamated into one scheme viz. "**Handloom Weavers' Comprehensive Welfare Scheme**". The components of the scheme are as under.



Handloom weaver

Components:

(i) The Health Insurance Scheme:

The Health Insurance Scheme is implemented through the ICICI Lombard General Insurance Company Ltd. The total premium under the scheme for 2007-08 and 2008-09 has been reduced to Rs. 781.60/- (including Service Tax) from Rs. 1000/- + Service Tax as existed during the Xth Five Year Plan. The revised funding pattern is as under:-

Funding Pattern

Contribution by the : Rs. 642.47/- per	annum
Govt. of India	(Premium
	(Rs. 556.50)
	Service Tax Rs.
	85.97:
	(@ 12.3% (for the
	year 2007-08)

Contribution by the : Rs. 139.13/- per
annum

Handlooms weavers/
State Government

Total Premium : Rs. 781.60/- per
(Including annum
Service Tax)

The scheme is to cover not only the weavers but his wife and two children, it will cover all pre-existing diseases, as well as, new diseases and keeping substantial provision for OPD. The ancillary handlooms workers like those engaged in warping, winding, dyeing, printing, finishing, sizing, Jhala making, jacquard cutting etc. are also eligible to be covered. The annual limit per family is Rs. 15,000.00, of which OPD cover will be Rs. 7,500.00.

The Budget Estimates for 2007-08, for the Health Insurance Scheme is Rs.

114.00 crores, of which Rs. 102.60 crores has been released to the ICICI Lombard General Insurance Company Ltd. towards GOI share of premium for coverage of 15.96 lakh weavers, including those from the North Eastern Region. During 2007-08, 17.74 lakh weavers are expected to be covered under the scheme and upto January 2008, 9.81 lakh weavers have been covered.

(ii) Mahatma Gandhi Bunkar Bima Yojana

The Mahatma Gandhi Bunkar Bima Yojana is being implemented through the Life Insurance Corporation of India. The funding pattern under the scheme is as under:

The annual premium of Rs. 330/- per member will be shared as in table 10.6.

Table 10.6

GOI contribution	Rs. 150/-
Weavers' contribution	Rs. 80/-
LIC's contribution	Rs. 100/-
Total premium	Rs. 330/-

During the XIth Five Year Plan, the benefits under the Mahatma Gandhi Bunkar Bima Yojana have been substantially increased as compared to those existed during the XIXth Five Year Plan, the details are at table 10.7.

Table 10.7

S. No.		Benefits during the 10 th plan	Benefits from 1.10.07
(i)	Natural Death	Rs. 50,000/-	Rs. 60,000/-
(ii)	Accidental Death	Rs. 80,000/-	Rs. 1,50,000/-
(iii)	Total Disability	Rs. 50,000/-	Rs. 1,50,000/-
(iv)	Partial Disability	Rs. 25,000/-	Rs. 75,000/-

Under the Mahatma Gandhi Bunkar Bima Yojana, there is also a provision of scholarship of Rs.300/- per quarter per child studying in standard IX to XII for a maximum period of four years or till they complete XII standard, whichever event occurs earlier. The benefit is restricted to two children of the member covered.



The BE for 2007-08 under the Mahatma Gandhi Bunkar Bima Yojana is Rs.15.00 crores and upto January 2008, Rs. 12.98 crores has been released. During 2007-08 (upto January 2008), 3.60 lakh weavers have been covered.

Marketing & Export Promotion Scheme

With a view to develop and promote the marketing channels in domestic, as well as, exports market and bring about linkages between the two in a holistic and integrated manner, it was decided to amalgamate the Marketing Promotion Programme and Handloom Export Scheme of the Xth Five Year Plan with some modifications and addition of new components during the XIth Five Year Plan under the "Marketing & Export Promotion Scheme". Marketing & Export Promotion Scheme has been introduced as a Centrally Sponsored Plan Scheme with the following two components:

- Marketing Promotion.
- Handloom Exports Promotion.

Marketing Promotion

The Marketing Promotion envisages a wide gamut of activities for the promotion and marketing of handlooms. The Office of Development Commissioner for Handlooms assists the State Governments / implementing agencies to undertake the following activities:



- Organisation of Exhibitions, Events and Craft Melas
- Setting up of Urban Haats
- Setting up of Marketing Complexes
- Publicity and Awareness
- Geographical Indication Act
- Handlooms Marketing Complex, Janpath, New Delhi
- Handloom Mark

During 2006-07, Rs. 15.18 crores was released towards holding 11 National Handloom Expos, 44 Special Expos, 233 District Level Events, 8 Craft Melas, setting up of 4 Urban Haats, and other promotional activities including the Handloom Mark. About 5.50 lakh weavers were benefited through Expos and District level events.

During 2007-08, under Marketing Promotion component, a target of 10 National Expos, 25 Special expos, 300 District Level Events, 7 Craft melas, 4 Urban Haats and one Marketing complex has been proposed. Besides activities under the Handloom Mark, coverage of handlooms items under the Geographical Indications Act etc. will also be undertaken. For all these activities a provision of Rs.30.00 crores has been made in the Budget Estimates for 2007-08. About 5.64 lakh weavers are likely to be benefitted through Expos and District Level Events.

Upto December 2007, 10 National Handlooms Expos, 29 Special Expos, 7 Craft Melas, 1 Master Creation Programme, and 173 District Level Events have been sanctioned and Rs. 9.60 crores has been released. One National Handlooms Expo, 11 Special Expos, and 89 District Level Events have been sanctioned during January 2008. It is expected to utilize Rs. 11.35 crores till March 2008 towards the Marketing events, Handloom Mark, etc.

Handloom Export Promotion

The objective of the Handloom Export Promotion scheme is to assist the Handlooms Cooperative Societies and Corporations in developing exportable products and assist handlooms agencies in publicity and international marketing of their products through publicity related activities and participation in International Exhibitions, Buyer-Seller Meets, etc. and to make available to the exporters the latest international designs, colour forecasts, trends, etc. through the following components:

- Export Project
- International Fairs & Exhibitions
- Setting up of Design Studios
- Miscellaneous promotional events / activities.

During 2006-07, under the Handloom Export scheme, 12 export projects were sanctioned and various handlooms agencies participated in 11 International Fairs / Exhibitions. Rs. 4.49 crores was released, which benefited about 8,150 weavers.

During 2007-08, under the Handlooms Export Promotion component, besides other promotional activities, a target of 15 Exports Projects, participation in 10 International Fairs / Exhibitions, setting up of 1 Design Studio has been proposed to boost exports. An outlay of Rs. 5.00 crores (B.E.) has been made for assistance under this component. Upto December 2007, Rs. 22.45 lakh has been released. It is expected to utilize Rs. 302.55 lakh by March 2008 for fresh export projects, participation in International fairs and exhibitions, etc.

Handloom Mark

The Handloom Mark launched by Dr. Manmohan Singh, Hon'ble Prime Minister of India on June 28, 2006, has been a huge success. It serves as a guarantee for the buyer that the product being purchased is genuinely hand woven and not a powerlooms or mill made product. The Textiles Committee is the Implementing Agency for Handloom Mark. Individual weavers, master weavers, Handlooms Cooperative Societies, Handlooms Corporations, retailers, and exporters are the intended beneficiaries under the Handloom Mark. Handloom Mark will help in establishing a brand identity for handlooms in India and abroad. It will also help in increasing the sales of handlooms.



During 2007-08 (upto December 2007), 64.48 lakh Handloom Mark labels have been sold to the 3,275 stakeholders. 544 handlooms showrooms are selling handlooms products bearing Handloom Mark label. Rs. 4.00 crores is expected to be utilized by March 2008.

The Geographical Indication Act

Measures have been initiated to protect handlooms items like Banarasi brocades, Jamdani of Bengal, etc., under the Geographical Indications of Goods (Registration and Protection) Act, 1999. So far sanction to register 20 items has been issued under the Act.

The Handloom Marketing Complex, Janpath, New Delhi:

A world class Handloom Marketing Complex is proposed to be set up at Janpath, New Delhi, to provide infrastructural support to handlooms agencies with a view to create permanent marketing outlets that will enable handlooms agencies to augment their sales. The proposed handloom marketing complex also showcase the vast variety of handloom produced all over the country by adept weavers and will also act as a forum for the promotion of handloom products in the domestic as well as international market. The building will be a state of art complex and is proposed to house the high-end of the handloom products from all over the country under one roof.



The Handloom Export Promotion Council

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

- Dissemination of trade information & intelligence;
- Publicity abroad for Indian handloom products;



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

The cotton handlooms fabrics and made-ups occupy a place of eminence in the markets of USA, UK, Germany, France, Sweden, Belgium, Netherlands, Japan and Australia. The main items is home furnishing, which constitutes about 90% of total handloom exports. The detail of exports of cotton handloom fabrics and made-ups is at table 10.8.

In the absence of separate ITC (HS) Codes, export data on handlooms is not available

from 2003-04 onwards. Matter is under consideration in the Ministry of Finance for allotment of codes for Handlooms Products.

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

The Handlooms (Reservation of Articles for Production) Act, 1985 aims at protecting millions of handloom weavers and rich cultural heritage of India from the encroachment on their livelihood by the powerlooms and mill sector. At present (as per latest amendment dated April 25, 2004) eleven categories of textile articles are reserved under the Act. The physical progress of powerloom inspections by various implementing agencies as on November 20, 2007, is at table 10.9.

It is expected that the Enforcement Machineries would achieve the target of 2,09,290 powerlooms by March 2008.

The Government of India has been providing Assistance to the States/UTs for establishment of Enforcement Machinery under the scheme to ensure effective implementation of the Act at the State level. The scheme continued as Plan Scheme with 100% GOI funding upto 2003-04, and thereafter under Non-Plan. The details of the Central Assistance released to various implementing agencies are at table 10.10.

It is expected that Rs. 150.00 lakh would be released by March 2008.

**Table 10.8
Exports of cotton handloom fabrics and made-ups**

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

Table 10.10
Central Assistance for Establishment of Enforcement Machinery
(Rs. In Lakhs)

Sl. No.	Name of the State	Year wise Amount released				
		2003-04	2004-05	2005-06	2006-07	2007-08 (till 31.12.07)
1.	Andhra Pradesh	-	-	14.58	11.09	-
2.	West Bengal	18.89	-	19.66	-	11.58
3.	Gujarat	39.25	19.19	34.18	-	-
4.	Rajasthan	10.11	23.41	4.19	-	-
5.	Madhya Pradesh	5.99	7.20	6.23	-	-
6.	Haryana	7.68	5.60	-	-	28.00
7	Tamil Nadu	38.07	64.60	41.16	78.91	23.75
Total Exp.		120.00	120.00	120.00	90.00	63.33
Budget		120.00	120.00	120.00	90.00	150.00

Re-introduction of Scheme for reimbursement of one time rebate @ 10% given on sale of handlooms products by the handloom agencies during 2006-07, 2007-08 and 2008-09.

One of the problems confronted with the decentralized and labour intensive handlooms industry has been marketing of the products of the weavers. The handlooms weavers are totally dependent on the handlooms agencies and the private traders for marketing of their products. Coupled with this is the stiff competition the handlooms industry has to face with the

organized textiles sectors like mill and the powerlooms. The Government intervention in the form of support schemes have, therefore, been helping the handlooms organizations to market the products of the handlooms weavers and sustenance of their employment in the sector.

In order to augment marketing of handlooms products, the Government of India re-introduced the 10% Rebate Scheme from 2006-07 for a period of three years. The scheme will be 100% funded by the Government of India with a total budgetary provision of Rs.100 crores. The



Table 10.9
Physical progress of Powerloom inspections

Sl. No.	Activities	2003-04	2004-05	2005-06	2006-07	2007-08
1.	Targets for Powerloom Inspections	1,64,250	1,82,280	1,91,387	2,00,949	2,09,290
2.	No. of Powerlooms Inspected	1,79,683	1,88,588	2,14,062	2,15,245	1,42,160 (upto 31.12.07)
3.	No. of FIRs. Lodged	13	10	33	37	15 (upto 31.12.07)
4.	Convictions	15	7	10	9	5 (upto 31.12.07)

implementation of this Scheme is expected to help the handlooms sector to market handloom products worth Rs.1,000.00 crores.

The main objective of the Scheme is to provide marketing support to the National level handlooms organizations/agencies like (i) National Handloom Development Corporation (NHDC), (ii) All India Handlooms Fabrics Marketing Cooperative Society (AIHFMCS), (iii) Handicrafts and Handlooms Export Corporation (HHEC), along with State level organizations like (i) State Handloom Corporations/State Apex Cooperative Societies/Handloom Federations Regional Handloom organizations and (ii) Primary Handloom Weavers Cooperative Societies, etc. through reimbursement of 10% rebate on sale of handlooms cloth generated by them through their emporia and other sales outlets and/or by organizing/participating in special fairs, exhibitions, National/Special Handlooms Expos, District Level Events, etc. This would supplement their ongoing marketing efforts thereby creating scope for keeping the production cycle alive and sustain thereby the existing employment of handlooms weavers.

The sales generated at all the National Level Handloom Expos/Special Handloom Expos/District Level Events/Crafts Melas etc. approved by the Development Commissioner for Handlooms shall also qualify for reimbursement of special rebate @ 10% of the value of handloom goods sold. The State Government and UTs shall have the option to extend the benefit of this Scheme for a period not exceeding a total of seven days for any one identified important festival/occasion other than the festivals mentioned in the calendar of festivals, with the prior approval of the Development Commissioner for Handlooms.

During 2006-07, assistance of Rs 19.65 crores was released under the scheme to as many as 9 States and one National level organization, which helped in liquidating handlooms products worth Rs. 196.50 crores. During 2007-08 (upto Decemebr 2007), Rs. 21.51 crores has been released out of the budget provision of Rs 40.00 crores. The balance amount of Rs. 18.49 crores is expected to be spent by March 2008.

Association of Corporations and Apex Societies (ACASH)

The Association of Corporations and Apex Societies of Handlooms (ACASH) is a national level marketing organization of the national level, State level and inter-state level Handlooms Development Corporations and Apex Handloom Cooperative Societies. ACASH was registered in June 1984, as a society under the Societies Registration Act 1860, to coordinate and promote marketing in the Handlooms Sector. Government of India has appointed ACASH as a nodal agency for supply of handlooms goods to be purchased by Central Government Departments/Agencies/Public Sector Undertakings under Single Tender System (STS). ACASH is also involved in helping the promotion of handloom exports through participation in International exhibitions.

During 2006-07, ACASH had received orders worth Rs.2664.60 lakh and executed orders worth Rs.2736.08 lakh. During 2007-08 (upto December 2007) ACASH has received orders worth Rs. 1,275.36 lakh and executed orders worth Rs.1,352.40 lakh under Single Tender System.

Handloom Expos/Exhibitions

INDIA WEAVES 2005:

ACASH organized National Handlooms Expo namely "India Weaves 2007" at Dilli



Haat, New Delhi from October 23, 2007 to November 5, 2007. 184 handlooms agencies from across the country participated. Total sales achieved were Rs.430.00 lakh.

HANDLOOMS 2007

ACASH organized “**Handlooms’ 2007**” at Handloom Pavilion, coinciding with India International Trade Fair, Pragati Maidan from November 14-27, 2007, 50 handlooms agencies from across the country participated. It is also proposed to organize the following exhibitions at Handlooms Pavilion, Pragati Maidan, New Delhi during 2007-08.

1. Shawl Show 2007 from 26th December 2007 to 9th January 2008.
2. Silks of India, 16th January to 31st January 2008.
3. Sarees of India from 16th February to 2nd March 2008.
4. Cottons of India, from 8th March 2008 to 24th March 2008.

All India Handlooms Fabrics Marketing Cooperative Society Ltd. (AIHFMCs):

The All India Handloom Fabrics Marketing Co-operative Society Ltd., New Delhi was established in 1955 with the twin objectives of developing Inter-State and International Trade for handloom fabrics produced by the handlooms weavers of the country. The Society is a National Level Co-operative Society, presently governed under the Multi-State Co-operative Societies Act, 2002 and comes under the jurisdiction of the Central Registrar of Co-operative Societies, New Delhi.

As per the Bye-laws, the ultimate authority in all the matters relating to functioning of the Society is the General Body of the

Society. As on March 31, 2007, the Board has 21 Directors including one nominee of the Government of India and one Chief Executive of the Society.

The membership of Fabrics Society consists of State/Regional Level Apex Handlooms Weavers' Co-operative Societies ('A' Class), Primary Level Handloom Weavers' Co-operative Societies ('B' Class) and Public Trusts, State Governments, Government owned/controlled organizations and such class or classes or association of persons as permitted by Central Registrar under the provision of Multi Cooperative Societies Act 2002 ('C' Class). In 2006-07, the Society had a total of 1,109 members comprising 23 ('A' Class), 1053 ('B' Class) and 35 ('C' Class) members against 1118 members in the previous year. As on March 31, 2007, the Society had a paid-up share capital of Rs.7,75,67,000/- consisting of 1,43,566 shares against the paid-up share capital of Rs.7,81,56,500/- consisting of 1,44,726 shares, as on March 31, 2006.

The main objective of the Society is to organize and develop markets for handlooms goods, both within the country and abroad. To achieve this objective, the Society has set up a chain of retail showrooms known as “Handlooms House” at various places in the country. During 2007-08, there were 25 such Handlooms Houses at Ahmedabad, Bangalore, Chandigarh, Chennai, Coimbatore, Ernakulam, Ghazipur, Gorakhpur, Gurgaon, Hyderabad, Jaipur, Kolkata (3 showrooms), Lucknow, Madurai, Nagpur, New Delhi, Ranchi, Surat, Thiruvananthapuram, Thrissur, Varanasi, Vijayawada, and Visakhapatnam.

The Society has its Export Houses at Chennai, Noida, Karur and Salem. It has also established its branches at Singapore



DEROTECH

and Mauritius giving an impetus to marketing of Indian Handlooms in the foreign markets.

During 2006-07, the Society's turn-over was Rs. 4722.90 lakh against Rs. 4471.32 lakh during 2005-06. The domestic sales during 2006-07 amounted to Rs. 3048.65 lakh as against Rs.2982.55 lakh reported in the previous year. The Society's exports during 2006-07 were of Rs. 1579.72 lakh as against Rs.1419.65 lakh 2005-06. The Society has recorded a net profit of Rs.6.63 lakh during 2006-07, against a net profit of Rs.11.88 lakh during 2005-06. The Society has been working in profit consecutively for the last 47 years.

The Society has informed that it shall continue its efforts to increase its marketing activities both in domestic and export fields depending upon the profitability, availability of resources and Government assistance.

National Handicrafts & Handlooms Museum (NHHM)

The National Handicrafts and Handlooms Museum, also popularly known as Crafts Museum, is located at Pragati Maidan, New Delhi. Its main objectives are to increase public awareness about the India's ancient traditions of handicrafts and handlooms, provide an interactive forum for the crafts persons,designers,exporters,scholars and public and help the crafts persons to find a platform for marketing without middlemen and to serve as a resource center for the Indian handicraft and handloom traditions. Collection, conservation and preservation of crafts specimen, revival, reproduction and development of Art and Craft are the basic activities of the Museum.

Museum Collection

The Museum has a collection of over 32,000 artifacts consisting of Metal Icon, Lamps, Incense Burners, Ritual

accessories, items of everyday life, Wood carvings, Painted wood and Paper Mache, Dolls, Toys, Puppets, Masks, Folk and tribal paintings and sculptures, Terracotta, Folk & Tribal jewellery and an entire section of traditional Indian textiles. They are exhibited in Folk and tribal Art Gallery, Temple gallery, Courtly Crafts Gallery and Textile Gallery and the rest are kept in Museum Collection store.

Physical verification of the art objects

A committee of non-official members has been constituted for Comprehensive Scientific Physical Verification of art objects in the National Handicrafts and Handlooms Museum. The work of physical verification had started w.e.f. October 17, 2005, and 1,285 objects were physically verified upto December 2007 and about 6,000 objects will be physical verified in the remaining three month upto March 2008. Digital Photography of 3,392 objects were undertaken upto December 2007 and Digital Photography of 3,000 objects will be undertaken in the remaining three month upto March 2008.

Craft demonstration programme

The Museum reinvigorates the weakening links of traditional handicrafts and handlooms through its regular craft demonstration programmes organised round the year except during the monsoon season. Craftsmen not exceeding fifty per month are invited for the Craft Demonstration Programme to demonstrate their skills in the respective craft and also for sale of their products. Upto December 2007, around 184 craftsmen were invited from various States for the Crafts Demonstration Programme and around 36 performers also participated in the Museum to perform their skill. About 150 Craftsmen and 15 performers will be invited in the remaining three month upto March 2008.



PACKTECH

Research and Documentation

The Research and Documentation of traditional Indian Handicrafts and Handlooms is an important activity of the Crafts Museum. Under this scheme, Museum provides funds to scholars to undertake fieldwork to document the traditions of Handicrafts and Handlooms, including Folk & Tribal Arts.

The Sub-Committee for Research and Documentation has been re-constituted. The documentation of 184 craftspersons, who have participated in Crafts Demonstration Programme of the Museum, was completed upto December 2007, and documentation of 50 craftspersons will be participated in Crafts Demonstration Programme of the Museum in the remaining three month upto March'2008.

Village Complex

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

Kulu Hut (Himachal Pradesh); Meher Hut (Sourashtra, Gujarat); Gadbha Hut (Orissa) Banni Hut (Gujarat); Madhubani courtyard (Bihar); Adi Hut (Arunachal Pradesh); Nicobar Hut (Andman & Nicobar Islands); Typical courtyard of a hut (Jammu & Kashmir); Rabha Hut of Assam; Naga Hut, Konyak 'Morung' or Traditional Men's house (North Nagaland); Toda Hut (Tamilnadu) and Gond Hut of Madhya Pradesh; Sharine of Devnarayan (Rajasthan) and Bengal Courtyard (West Bengal).

Three open-air theatres have also been developed in the complex, namely:

- Kadambari theatre
- Saranga theatre
- Angan Manch theatre

These are used for staging folk performances.

Library

Museum has a specialized reference Library on traditional Indian Arts, crafts, textiles and major anthropological works on Indian tribes, etc. The Library has more than 20,000 reference books and other periodicals.

Research scholars and students from various institutions regularly visit the Museum. Around 2,225 persons have visited the Library upto December 2007, and about 1,200 person will be visited the Library in the remaining three month upto March 2008. 3,080 books and 1,456 Magazines were issued for reference upto December 2007.

Conservation and Preservation

The Museum has chemically treated 9,153 Textiles, cane & bamboo, wooden and metal objects, lining/darning of 6 textiles and also mounted 86 paintings and textiles, fumigation of 386 textiles and replaced background clothes in the showcases of galleries upto December 2007 and about 5,526 textiles, cane & bamboo, wooden and metal objects will be chemically treated and fumigation of 240 textiles and 300 objects in the remaining three month upto March 2008. Insecticides and fungicides work of 11 huts and courtyard in Village Complex was completed. Insecticides & fungicides were kept in the bookshelves of the Museum library and in the cupboards & trunks of the museum store.



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Exhibitions

An exhibition "Crafts and Commerce in Pre-Independence India" in the Temporary Exhibition gallery of the Crafts Museum which was inaugurated by Sh. Shankar Sinh Vaghela, Hon'ble Minister of Textiles on March 20,2007, remained on view till November 2007.

South Asia possesses a very rich and living tradition of exquisite handicrafts and textiles. Each member country has its own unique culture and distinctive craft tradition. India would be happy to preserve and foster this valuable legacy by establishing a "SAARC Museum of Textiles and Handicrafts". As a prologue to establishment of SAARC Museum of Textile and Handicrafts, it was decided in a meeting of the expert group of SAARC held on 1st February 2007 to organize a contemporary exhibition entitled "**Textiles Traditions of SAARC Countries – Past and Present**" from December 7, 2007. to March 6, 2008, concurrently with two fortnightly programmes of sales and crafts demonstration programme from December 7-20, 2007. The concept of the textiles traditions of SAARC countries forms the main content of this exhibition.

The exhibition is going to highlight textiles traditions of Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, and Sri Lanka.

Visits by Eminent Persons/Delegations

During the current year, a number of distinguished persons visited the National Handicrafts & Handlooms Museum:

- H.E.Sheikha Ayesha Bint Khalfan Bin Jamil Al-Siyabiah President of The Republic Authority for Craft Industries in the Sultanate of Oman visited the Crafts Museum on 27.05.2007.

- 25 Designers participated in Handlooms Cluster Expo organised by O/o Development Commissioner (Handlooms) visited Crafts Museum on 1.9.2007.
- Spouses of Foreign Defence Attached through ACAS (Intelligence) Secretariat, Air Headquarters visited Crafts Museum on 18.9.2007.
- About 150 delegates of 53rd Commonwealth Parliamentary Association Conference visited Crafts Museum on September 26, 2007.
- A high power Australian delegation led by Hon'ble Justice Dyson Hwydon, Judge, High Court of Australia alongwith Judge Valerie French, Hon'ble Mr. Justice Robert French visited Crafts Museum on October 10, 2007, on the invitation of Hon'ble Chief Justice of India.
- Delegation comprising of 17 Craftspersons from the Crafts Council of Sri Lanka visited Crafts Museum on October 17, 2007, on the invitation of Dastkari Haat Samiti.

Educational Programme

Delhi based schools, art colleges and polytechnics are regularly informed by the Museum about the latter's monthly activities. Thousands of school children and students of art colleges visit the Museum for general exposure to India's rural artistic heritage. 12,600 school students, 12,200 colleges/Polytechnics/ Institutions visited the Museum. Besides this, 11,500 delegations visited the Museum upto December 2007, and 3,600 school students, 3,400 colleges/Polytechnics/ Institutions and 2,400 delegations will be visited in the remaining three month upto March 2008.

