CHAPTER XI
HANDICRAFTS
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The Handicrafts Sector plays a significant & important role in the country’s economy. It provides employment to a vast segment of craftpersons in rural & semi urban areas and generates substantial foreign exchange for the country, while preserving its cultural heritage. Handicrafts have great potential, as they hold the key for sustaining not only the existing set of millions of artisans spread over length and breadth of the country, but also for the increasingly large number of new entrants in the crafts activity. Presently, handicrafts contribute substantially to employment generation and exports. The Handicraft sector has, however, suffered due to its being unorganized, with the additional constraints of lack of education, low capital, and poor exposure to new technologies, absence of market intelligence, and a poor institutional framework. In spite of these constraints, sector has witnessed a significant growth of 3 % annually. Some of the promising areas in the crafts sector during the Xth Five Year Plan had been:

- Exports continued to grow for high value-added crafts products.
- Consumer tastes changed rapidly on account of economic liberalization.
- Focus on quality and product diversification with increasing consumer awareness.

Ref: Release of Book “TANA BANA” at the inauguration of Indian Handicrafts & Gift Fair (A) 07 by Shankersinh Vaghela on October 16, 2007.
Increasing challenge offered by availability of mass-produced competing product lines using different raw materials (often man-made) and mechanized production techniques.

Government policy envisaged a greater role for NGOs, and participation of private resources – both human & financial.

The Working Group on Textiles and Jute has projected a growth of employment in the Handicrafts sector @ 3% annually during the Xth Five Year Plan. Thus, it is presumed that the total employment in the sector by the end of the Xth Five Year Plan is 67.70 lakhs, which at the beginning of the Xth Five Year Plan was 60.16 lakhs, showing an annual growth rate of about 3%. The Sub Group on handicrafts for the XIth Five Year Plan has expected this employment to reach 80 lakhs by the end of the XIth Five Year Plan, which at present is estimated at 67.70 lakhs.

The plan expenditure during the period also witnessed a steady growth increasing from Rs.71.65 crores in 2002-03 to Rs.99.20 crores in 2006-07. The production during the period 2002-07, has increased from Rs.19,564.52 crores to Rs.36,333.33 crores. The exports during the period increased from Rs.12434.64 crores in the year 2002-03 to Rs. 20,963 crores in 2006-07, registering a cumulative growth 68.58 %, and an annual average growth rate of around 17.72 %. The budget outlay for the year 2007-08 has been fixed at Rs. 220 crores.

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

Schemes for the development of Handicrafts

During the Xth Five Year Plan the Government of India has implemented seven generic schemes in the central sector for holistic growth and development of handicrafts sector in the country. These schemes implemented and achievements made for the growth of the handicrafts sector in the country during the Xth Five Year Plan are at table 11.1.

The Sub-Group on handicrafts recommended six generic schemes for development of handicrafts in the country to be implemented during the XIth Five Year Plan. The schemes recommended for implementation are:

1. **Baba Saheb Ambedkar Hastshilp Vikas Yojana**

   This scheme aims to promote Indian handicrafts by developing artisans' clusters into professionally managed and self-reliant community enterprise on the principles of effective member participation and mutual cooperation. The thrust of the scheme is on a project based; need based integrated approach for sustainable development of handicrafts through participation of craftspersons. This would lead to their empowerment. The components of the scheme are:

   **A. Social interventions**
   - Diagnostic Survey and formulation of Project Plan
   - Community empowerment for mobilization of artisans into Self Help Groups
   - Issuance of Identity cards to the artisans(Departmental activity)

   **B. Technological interventions**
   - Development and supply of improved modern tools
### Table 11.1

**Table 11.1**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Scheme</th>
<th>Year 2002-03</th>
<th>Year 2003-04</th>
<th>Year 2004-05</th>
<th>Year 2005-06</th>
<th>Year 2006-07</th>
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<tr>
<td></td>
<td></td>
<td>Phy. (Exp.)</td>
<td>Phy. (Exp.)</td>
<td>Phy. (Exp.)</td>
<td>Phy. (Exp.)</td>
<td>Phy. (Exp.)</td>
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<tr>
<td>1.</td>
<td>Baba Saheb Ambedkar Hastshilp Vikas Yojana</td>
<td>51 project</td>
<td>91 Project</td>
<td>112 Project</td>
<td>137 Project</td>
<td>83 Project</td>
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<tr>
<td></td>
<td></td>
<td>8.80</td>
<td>15.56</td>
<td>21.10</td>
<td>29.75</td>
<td>28.13</td>
</tr>
<tr>
<td>2.</td>
<td>Marketing Support &amp; Services Scheme</td>
<td>229 Mktg. events</td>
<td>238 Mktg. events</td>
<td>332 Mktg. events</td>
<td>467 Mktg. events</td>
<td>581 Mktg. Events</td>
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<tr>
<td></td>
<td></td>
<td>14.01</td>
<td>11.15</td>
<td>15.69</td>
<td>18.60</td>
<td>18.95</td>
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<tr>
<td>3.</td>
<td>Design &amp; Technology Upgradation Scheme</td>
<td>216 W/shop Project</td>
<td>404 W/shop Project</td>
<td>519 W/shop Project</td>
<td>921 W/shop Project</td>
<td>635 W/shop Project</td>
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<tr>
<td></td>
<td></td>
<td>21.95</td>
<td>8.48</td>
<td>15.80</td>
<td>15.41</td>
<td>9.96</td>
</tr>
<tr>
<td>4.</td>
<td>Export Promotion Scheme</td>
<td>15 progr.</td>
<td>18 progr.</td>
<td>45 progr.</td>
<td>47 progr.</td>
<td>14.64</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3.65</td>
<td>9.82</td>
<td>9.85</td>
<td>14.64</td>
<td>11.49</td>
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<tr>
<td>5.</td>
<td>Research &amp; Development Scheme</td>
<td>20 studies</td>
<td>10 studies</td>
<td>7 studies</td>
<td>8 studies</td>
<td>7 studies</td>
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<td>1.57</td>
<td>1.89</td>
<td>2.61</td>
<td>0.93</td>
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<tr>
<td>6.</td>
<td>Training &amp; Extension Scheme</td>
<td>2771 Trainees trained</td>
<td>2964 Trainees trained</td>
<td>2511 Trainees trained</td>
<td>2570 Trainees trained</td>
<td>2000 Trainees trained</td>
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<tr>
<td></td>
<td></td>
<td>16.17</td>
<td>0.44</td>
<td>0.50</td>
<td>0.92</td>
<td>0.41</td>
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<tr>
<td>7.</td>
<td>Bima Yojana for Handicrafts Artisans Scheme</td>
<td>---</td>
<td>0.00</td>
<td>63596 Artisans covered</td>
<td>61427 Artisans covered</td>
<td>71484 Artisans covered</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>63596 Artisans covered</td>
<td>61427 Artisans covered</td>
<td>71484 Artisans covered</td>
<td>62386 Artisans covered</td>
</tr>
<tr>
<td>8.</td>
<td>Special handicrafts Training Project (SHTP)</td>
<td>220 Trainees trained</td>
<td>5800 Trainees trained</td>
<td>5185 Trainees trained</td>
<td>4425 Trainees trained</td>
<td>4065 Trainees trained</td>
</tr>
<tr>
<td></td>
<td></td>
<td>0.10</td>
<td>0.85</td>
<td>3.08</td>
<td>3.68</td>
<td>3.83</td>
</tr>
</tbody>
</table>

- **Design and Technical Development Workshops**
- **Integrated Design and Technical Development workshops.**
- **Training of artisans**
- **Organizing Seminar & Symposium.**
- **Technological status and need based study and research provision.**

**C. Marketing interventions**

- **Organizing Exhibitions**
- **Publicity through printing and electronic mode and brand building campaign**
- **Setting up of Handicrafts emporia in own/rented/outright purchase building and renovation**
- **Market assessment, product assessment study and Study cum exposure tours for artisans and other stake holders tour**
- **Establishment of warehousing cum Common work shed**
- **Entrepreneurship Development Programme.**
D. Financial interventions

- Margin Money support
- Wage compensation to cluster manager
- Service charges for Implementing Agencies
- Engagement of expert/consultants/institutions, etc., for providing need based assistance including guiding and monitoring.
- Credit Guarantee (Departmental activity)

E. Cluster specific infrastructure related interventions.

- Establishment of Resource Centre for major crafts
- Establishment of E-kiosks
- Creation of Raw Material Banks
- Setting up of Common Facility Centre.
- Technological assistance by setting up of Facility Centres by Exporters/Entrepreneurs, etc.

The scheme has been approved by the Cabinet Committee on Economic Affairs and has been launched in December 2007. The budget outlay for the year 2007-08 has been fixed at Rs. 32.00 crores (Revised). During 2007-08 (upto Dec. 2007), Rs. 8.91 crores have been released for the reimbursement/spill over and revalidation of approvals of the projects sanctioned during 2006-07. It is anticipated to release Rs. 23.09 crores.
on various projects during January-March 2008.

2. Design & Technical Up-gradation Scheme

The scheme aims to upgrade artisan’s skills through development of innovative designs and prototypes products for overseas market revival of languishing crafts and preservation of heritage etc. The scheme has been approved and launched for implementation with budget outlay fixed at 9.25 crores (Revised) for 2007-08. Rs. 4.36 crores have been released upto December 2007, sanctioning fresh design projects/workshops, product development programme and reimbursement of projects sanctioned during 2006-07. It is anticipated to release Rs. 4.89 cores on various projects during January-March 2008. The scheme has the following components:

I. Skill up-gradation.
   b. Assistance for training the trainers.
   c. Assistance to Shilp Gurus.(heritage masters)

II. Assistance for Design and Technology Upgradation.
   a. Design & Technology Development Workshop.
   b. Integrated Design and Technology Development Project.

III. Documentation Preservation and revival of rare and Languishing craft.

IV. National Award for outstanding contribution in Handicrafts Sector.

V. Financial Assistance for Institutions to be set up under State Initiatives.
   a. State initiative Design Centres.
   b. Handicrafts Museum.

VI. Setting up of Design Bank.

VII. Financial Assistance to Central Govt. sponsored Institutions.

VIII.Product Development programme for exports.

3. Marketing Support and Services schemes

The Marketing Support Scheme and the Export Promotion Scheme run separately during the Xth Five Year Plan have been proposed to be clubbed in the XIth Five Year Plan and the Clubbed new Scheme will be titled as "Marketing Support & Services Scheme". The scheme will have the following three broad components:

A. Domestic Marketing

Objectives:

- To project Indian handicrafts and create awareness among the masses by organizing a number of marketing events in big and small cities.

- To provide direct marketing outlets to the craftpersons living in far flung, remote and hilly areas by inviting them for participation in various marketing events/historical melas in different cities for augmenting their sales eliminating the role of middlemen.

- To provide financial assistance to Central/State Handicrafts Corporations, Apex Cooperative Societies and Handicrafts Artisans Federations for opening new Emporia at suitable places to enable the craftpersons to have permanent sales outlets for their products.

- To establish direct contact of the craftpersons, producer groups, SHG Federations etc. with the exporters, buying houses and other marketing
organizations for regular and continuous flow of orders without middlemen by organizing Sourcing Shows in important cities.

- To provide financial assistance to Institutions, Societies, Organisations, Corporations and NGOs who are working in the field of handicraft to project, popularize and promote handicrafts by undertaking market related activities with ultimate objective to augment the employment and income of craftpersons.

- To set up various types of Haats at prime locations in the country to provide adequate direct marketing facilities to the craftpersons by rotation to ensure their full employment and economic development.

- To set up Marketing Hub in Metros, Sourcing Hub in Craft Clusters and Warehousing facilities in important locations/markets on Public Private Partnership mode for creation of a permanent marketing platform to prospective buyers like wholesalers, retailers, buying houses, foreign buyers and consumers etc.

B. International Marketing

Objectives

- The basic objectives of the scheme are to promote export of handicrafts including hand-knotted carpets and floor coverings from India. Therefore any activity subservient to these objectives will be permissible under the scheme e.g.

- Identification of suitable handicrafts concentration area for development of exportable products.

- Identification of markets for export of handicrafts, research & survey of markets abroad, identify prevailing designs, competitors taste and fashion prevailing and suggest measures.

- Introduction of design technology innovation by sending craftsperson/designers Technologist abroad & inviting crafts persons/ Designers/technologist from Abroad for study/development of new/innovative designs etc.

- Convening Workshops/Seminars in India & Abroad followed by exhibition/live demonstration for exploring international market.

- Marketing through participation in International exhibition abroad, Buyer-seller Meets in India & Abroad and other events sponsored by EPCH, CEPC, COHANDS etc. who are involved in development & marketing of Handicrafts.

- Deputation of Craftpersons abroad under agreed Cultural Exchange Programme between two countries to create awareness about Indian tradition & heritage abroad to explore export possibilities and visa-versa.

- Improve quality through improved packaging & create awareness about export procedure/documentation amongst young entrepreneurs/crafts clusters.

C. Publicity.

The Marketing & Support Services Scheme has been approved by the Cabinet Committee on Economic Affairs and launched in December 2007. The budget outlay for 2007-08 has been fixed at 28.00 crores (Revised). Rs.11.37 crores have been released during the current financial year upto December 2007, for the reimbursement of approvals of the projects sanctioned during the last financial year i.e. 2006-07, Autumn Gift
Fair, Registration of Carpet Loom, Seminar on Brand image Promotion in Australia & New Zealand & Carpet Expo at Varanasi. In principal approval for organizing 9 craft Bazars are already issued. It is anticipated to release Rs. 16.63 crores on various projects during January-March 2008.

4. Human Resource Development Scheme

The Human Resource Development Scheme has been formulated to provide qualified and trained workforce for establishing a strong production base coupled with improvement in quality and use of appropriate techniques, processes and innovative design to meet present day market requirement. The activities under the scheme are:

(i) Training Through Established Institutions

To upgrade the existing skill as well as to add the additional skill to handicrafts artisans through existing vocational institutions/Industrial Training Institutes/ Polytechnics etc. who are imparting skill based training such as carpentry, welding, tailoring, carpet weaving etc. Handicrafts artisans shall get the benefit of exposure/ interaction with the other courses allied to the crafts i.e. wood carvers shall get the benefit of carpentry, embroidery artisans shall get benefit of tailoring etc. Training of handicrafts artisans through such institutions will bring in systematic approach for continuous and sustainable development of artisans community, fruitful employment, as well as strong production base for meeting the short production cycle of International market.

(ii) Training in Innovative Designs for the persons involved in Pattern making/Talimwriting/Plaster/Rubber Moulds/Block making etc.

Artisans involved in Hand block printing, Terracotta etc. depend on the Block maker, POP mould maker etc., which are totally different skill oriented activities. Thus development of skill in such backward integrated activity is essential for sustainance and development of Handicrafts. This scheme aims to train the artisans involved in pattern making, stencil making etc. for uniform specification and increase in production.

(iii) Training of Artisans/SHG leaders/ NGO in capacity building.

The scheme aims to train the artisans & NGOs, potential entrepreneur and SHG leaders in non-technical skills such as micro finance/entrepreneurship development/ preparation of business plans/preparation of project reports/packaging/-export procedures/Documentation etc.

(iv) Conducting Seminars/Workshops

For continuous dissemination and creation of awareness about schemes/programmes technological developments, market intelligence etc. amongst Artisans and stakeholder of Handicrafts sector, sharing of experience with the experts for adoption of best practices and improving the scheme bases on suggestions/discussion and experience faced by handicrafts artisans and persons involved in this sector.

The scheme has been approved and launched for implementation with a budget outlay of 5.50 crores (Revised) during 2007-08. Upto December 2007, Rs.1.41 crores has been released for the reimbursement of approvals of the projects sanctioned during 2006-07. 1605 trainees have been trained in different crafts during the year 2007-08 (upto December 2007). It is anticipated to release Rs. 4.09 crores on various projects during January-March 2008.

5. Research & Development

Research and Development scheme was introduced to conduct surveys and studies
of important crafts and make in-depth analysis of specific aspects and problems of Handicrafts in order to generate useful inputs to aid policy Planning and fine tune the ongoing initiatives; and to have independent evaluation of the schemes implemented by this office. The scheme has been continued for implementation during the Eleventh five year plan, enlarging its scope to include the following components & their salient features, without making any major modification in its parameters.

**Scope of the schemes**

**a. Survey & Studies**

- Surveys/Studies of specific crafts for which adequate information is not available.

- Problems relating to availability of raw material, technology, design, common facilities, etc.

- Living and working conditions of artisans in specific areas of 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 under taken 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.

- Financial Assistance for taking up problems/issues relating to brand building and promotion of Indian handicrafts.

- Any other problems/like conducting of workshops/seminars/issues of specific nature relating to handicrafts sector.

**b. Conducting all India Census of handicraft artisans @ 20% districts of the country every year.**

**c. Registration of Crafts under Geographical Indication Act & Financial support for certification of raw materials and products.**

**d. Setting up of new labs/strengthening of existing labs for standardization/certification of raw materials.**

**e. Assisting handicrafts exporters in adoption of GSI global identification standards and for bar coding, including handicrafts mark for generic products.**

The scheme has been approved and launched for implementation with budget outlay of Rs. 5.00 crores, during 2007-08. Upto December 2007, Rs.0.27 lakhs has been released for the reimbursement of the Study projects sanctioned during the Xth Five Year Plan/ 2006-07. During 2007-08 (upto December 2007), four new projects for study have been sanctioned. Launching of census operations is under way. It is anticipated to release Rs. 4.73 crores on various projects during January-March 2008.

The scheme has been included for implementation during the XIth Five Year Plan as one of the major schemes with the following two main components, aimed at Insurance Cover and Health Care of Handicrafts Artisan and his family:

a. Rajiv Gandhi Shilpi Swasthya Bima Yojana.

Objective

Rajiv Gandhi Shilpi Swasthya Bima Yojana aims at financially enabling the artisans community to access to the best of healthcare facilities in the country. This scheme covers not only the artisans but also any three members out of spouse, dependent parents and children.

Eligibility

All craft persons whether male of female, between the age group of one day to 80 years will be eligible to be covered under the Rajiv Gandhi Shilpi Swasthya Bima Yojana.

b. Bima Yojana for Handicrafts Artisans.

Objective

The objective of “Bima Yojana For Handicrafts Artisans” is to provide life insurance protection to the Handicrafts Artisans, whether male or female, between the age group of 18-60 years.

Eligibility

All crafts persons, whether male or female, between the age group of 18-60 years will be eligible to be covered under the BIMA Yojana For Handicrafts Artisans.

The scheme has been approved and launched for implementation with budget outlay of 52.03 crores (Revised) during 2007-08. Upto December 2007, Rs.20.34 crores has been released to ICICI Lombard for covering 8.00 lakh artisan families under the health insurance during 2007-08 (upto December 2007). During 2007-08 (upto December 2007), 51,919 artisan families covered for health care under the Rajiv Gandhi Shilpi Swasthya Bima Yojana and 49,843 artisans covered for life insurance under the Bima Yojana. Besides, under the Bima Yojana for Handicrafts Artisans, Rs. 1.50 crores has been released to L.I.C. of India.

Export of Handicrafts

The exports of handicrafts, including hand knotted carpets, during the year 2006-07 were Rs 20,963 crores (US$ 4619.20 Million) registering an increase of 19.04 % in Rupee terms and 16.08 % in dollar terms. The main export items which exhibited increase during 2006-07 were carpets (19.23%) Zari and Zari goods (13.08%), Artmetalware (12.89%), and Miscellaneous handcrafted goods (5.52%). The export target for 2007-08 has been fixed at Rs. 25278 crores.

During 2007-08 (upto December 2007), provisional export of handmade carpets & other floor coverings has been decreased by 16.79% in rupee terms and by 5.85% in US $ term compared to the export during the corresponding period of 2006-07. During 2007-08 (upto December 2007), the Export of other handicrafts items has decreased by 11.58% in rupee terms and by 0.23% in US $ terms compared to the corresponding period of 2006-07. The total provisional export of handicrafts including hand knotted carpet during
2007-08 (upto December 2008), is estimated at Rs. 12,580.74 crores (US $ 3,104.16 millions), whereas the export during the corresponding period of 2006-07, was Rs. 14,378.90 crores (US $ 3,142.74 millions), showing a decrease by 12.51 % in rupee terms and 1.23 % in US $ terms.

The reason for decrease in export is due to the impact of rupee appreciation and low realization on export proceeds. The item-wise exports of handicrafts during April-December 2007, compared to the corresponding period of 2006-07, are at table 11.2.

Export Promotion Measures

Export Promotion Council for Handicrafts (EPCH)

Activities

- Participated in the following International fair in Hong Kong:

  - China Sourcing Show from April 20-23, 2007 along with 5 exporters and promotional booth. During the Show 68 enquiries were received and on the spot order of US$ 0.05 million and expected orders was of the tune of US $ 0.25 million.

Table 11.2

(Rs. in crores)

<table>
<thead>
<tr>
<th>ITEMS</th>
<th>Rs. in crores</th>
<th>US $ @ 45.7303</th>
<th>US $ @ 40.5283</th>
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<tbody>
<tr>
<td>A. Carpet &amp; other Floor Coverings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Handmade Woollen</td>
<td>1421.42</td>
<td>1165.16</td>
<td>(-)18.02</td>
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<tr>
<td>2. Handmade wollen tufted carpets</td>
<td>865.10</td>
<td>735.33</td>
<td>(-)15.00</td>
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<tr>
<td>3. Silk</td>
<td>203.25</td>
<td>171.35</td>
<td>(-)15.69</td>
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<td>4. Synthetic</td>
<td>61.28</td>
<td>50.86</td>
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<td>Total (A)</td>
<td>2551.05</td>
<td>2122.70</td>
<td>(-)16.79</td>
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<td>B. Other Handicrafts</td>
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<tr>
<td>1. Art Metalware</td>
<td>3178.49</td>
<td>2704.36</td>
<td>(-)14.92</td>
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<tr>
<td>2. Woodwares</td>
<td>651.94</td>
<td>574.62</td>
<td>(-)11.86</td>
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<td>3. H.P Textiles Scarves</td>
<td>1947.86</td>
<td>1598.25</td>
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<td>4. Embroidered &amp; Crocheted goods</td>
<td>3659.62</td>
<td>3185.98</td>
<td>(-)12.94</td>
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<td>5. Shawls as Artware</td>
<td>133.64</td>
<td>145.76</td>
<td>9.07</td>
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<td>6. Zari &amp; Zari goods</td>
<td>222.18</td>
<td>230.07</td>
<td>3.55</td>
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<td>7. Imitation Jewellery</td>
<td>224.05</td>
<td>245.16</td>
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<td>8. Misc. Handicrafts</td>
<td>1810.07</td>
<td>1773.84</td>
<td>(-)2.00</td>
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<td>Total (B)</td>
<td>11827.85</td>
<td>10458.04</td>
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<td>Grand Total (A+B)</td>
<td>14378.90</td>
<td>12580.74</td>
<td>(-)12.51</td>
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</table>
Hong Kong Houseware Fair from April 21-24, 2007 along with 44 exporters and promotional booth. During the Show 690 enquires were received and on the spot order of US$ 0.30 million and expected orders was of the tune of US $ 0.40 million.

Hong Kong Gifts & Premium Fair from April 28-May 01, 2007 along with 23 exporters and promotional booth. During the Show 723 enquires were received and on the spot order of US$ 0.35 million and expected orders was of the tune of US $ 0.75 million.

Organized Indian Houseware & Indian Furniture Shows from April 15-18, 2007 at India Expo Center & Mart, Greater Noida. The fair was visited by about 750 buyers and export orders generated was of the order of Rs. 200 crores.

A seminar-cum-live demonstration on latest wood working machines organized during Indian Houseware & Indian Furniture Shows at Indian Expo Center & Mart, Greater Noida on April 16th & 17th, 2007 by National & International Experts. Large number of participants besides exporter members had attended the seminar.

Participated in Asia on Show, Australia along with 7 exporters from 17-20 May, 2007.

Participated in Asia’s Fashion Jewellery & Accessories Show, Hong Kong along with 16 exporters and 1 promotional booth of EPCH from June 21– 24, 2007.

Organized Seminar on Brand Image Promotion of Indian Handicrafts & Carpet at Melbourne and Sydney from July 3-4, 2007. The Seminar was
headed by a High Level delegation led by Hon’ble Minister of Textiles.

- A promotional booth was setup in Summer Sourcing Show for Gifts, Houseware & Toys, Hong Kong from 3-6 July, 2007 for creating awareness and publicity of Indian handicrafts.

- Participated in House & Gift Fair, Sao Paulo, Brazil along with 38 exporters and 1 promotional booth of EPCH from August 18-21, 2007.

- Participated in MACEF(Autumn), Milan, Italy along with 14 exporters and 1 promotional booth of EPCH from September 18-20, 2007.

- Participated in India@60, New York, USA along with 10 Master Craftspersons from September 23-26, 2007.

- IHGF(Autumn) was held from October 16-19, 2007, at India Expo Center & Mart which was participated by over 2,400 exporters/entrepreneurs. About 4500 foreign buyers visited the fair and export order booked was of the order of Rs. 550 crores besides export inquiries.

- Participated in Mega MACAO - International Gifts & Homewares Fair, MACAO along with 17 exporters from October 18-20, 2007.

- Participated in Asian Gifts Premium & Household Products Show, Hong Kong along with 62 exporters from October 21-24, 2007.

- In addition to above, Council undertook the supportive programmes for the entrepreneurs of NER and Uttaranchal towards Human Recourse Development, Product Development and International Marketing through IHGF. Rs. 20 lakhs were incurred up to October, 2007.

- The services at Common Facility Centre for Photo framing at Saharanpur and Technological Upgradation Centre for Wooden Crafts at Jodhpur continued and shall continue for support of exporters and large number of exporters of wooden crafts utilized the technological upgradation services for exploring exports.

- Approvals for individual exporters participation under MDA to 167 exporters for participation in various exhibition abroad were concurred.

Total expenditure incurred for the above participations abroad was of Rs. 469.44 lakhs, out of which Rs. 71.47 lakhs were the assistance of MDA. Besides claims of reimbursement to individual exporters for their participation abroad of Rs. 90.82 lakhs was made to 110 exporters. During the participation, spot export orders booked were of the order of approximately Rs. 38 crores and export inquiries generated were approximately Rs. 42 crores.

The Carpet Export Promotion Council (CEPC)

Activities

- Conducted election of the Council and the new Committee of Administration under the leadership of Mr. Ashok Jain taken over as Chairman of the Council on July 25, 2007, with 15 elected members including two Vice-Chairmen.

- During the period upto November, 2007, Carpet Export Promotion Council undertaken the following activities:

  i. Participated in Domotex Middle East at Dubai from June11-13, 2007, with 11 member-exporters.
ii. Organized India Carpet Expo, October 17-19, 2007, at Varanasi where 175 member-exporters participated and around 181 buyers visited the fair. The fair was inaugurated by Mr. Jairam Ramesh, Hon’ble Minister of State for Commerce and visited by Shri E.V.K.S. Elangovan, Hon’ble Minister of State for Textiles.

iii. Organized two days Workshop at Varanasi on October 17-18, 2007, on “Indian Handmade Carpets-Challenges & Opportunities”. Hon’ble Minister of State for Textiles, Mr. E.V.K.S. Elangovan, P.K. Mohanty, Joint Secretary (DBK), Mr. P.K. Dash, Joint Secretary, Ministry of Commerce were also the speakers in the above Workshop.

iv. Participated in Flooring Russia from October 31, 2007, to November 2, 2007, at Moscow (Russia) with 10 Member-Exporters.

v. Running 11 Schools under Child Welfare Scheme of this Council.

DETAILS OF SOCIETIES/ INSTITUTES

The Indian Institute of Carpet Technology (IICT), Bhadohi.

IICT, one of its kinds in Asia, has been setup to:-

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

IICT was included in All India Engineering Entrance Examination (AIEEE), from 2004-05 academic session for selection of 60 students every year for admission. It has obtained ISO 9001.2000 certificate. The laboratories of the Institute have got accreditation by the Textile Institute, Manchester (U.K.), National Accreditation Board for Testing and Accreditation Laboratory (NABL). The Distance Education Council (DEC) of IGNOU has given clearance to IICT to run the International Distance Learning Programme at IICT, as well as, through eligible study centers.

Since the beginning of Academic Session November 2001, of IICT Bhadohi, the graduates produced by the Institutes have all been absorbed in the Industry through campus selection.

Metal Handicrafts Service Centre (MHSC), Moradabad.

MHSC meets the international requirement of art metalwares sector in areas of post-production finishing processes. It is under the administrative control of office of DC(Handicrafts) and is managed by Governing Council consisting of representatives of Government of India, government of UP and representatives of trade and crafts. The center has the following division:

- Electroplating shop
- Training
• Lacquering
• Powder coating
• Polishing shop
• Testing and Research Development Laboratory

Activities

The MHSC is providing assistance in the following areas for the development of the sector:

• Common facility services in lacquering, powder coating, silver plating and anodizing and;
• Blasting, etc., to the Art Metalware industry of Moradabad; Training in finishing technologies for artisans and manufacturers; and Testing facilities for testing various parameters of finishes.

RESTRUCTURING

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

• Up-gradation of Laboratory.
• Restructuring of processing facilities.
• Technological research center.

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

NCDPD was set-up with the view to focus exclusively on design development, product development and development of design sector for handicrafts industry for promoting exports. An organization under Society Act namely National Centre for Design & Product Development (NCDPD) was set up at Okhla, New Delhi with branch office at Moradabad in 1999, to focus on:-

• Development, adoption of new designs, pattern and product development ensuring effective and efficient utilization of existing skilled manpower resources and assimilation/adoption of the same.
• Improvement of product design and quality and introduction of the same in the industry
• Improvement of the industry’s wrong practices with regards to international market
• Upgrading the skills of craft persons
• Create appropriate and broader job opportunities

During 2007-08 (upto November 2007), the National Centre for Design and Product Development took-up the following activities:

• Provided Design and Product Development Services to various handicrafts and textile crafts exporters through its team of designers from Philippines and Indian origin. The Products ranging from candles, furniture, fashion and jute bags, metal products, wood products, cushions, photoframes, glass etc. The services were asked by mainly the exporters / manufacturers from Mumbai, Delhi, Moradabad, Kolkata, Noida, Firozabad etc. Total 16 collections developed and 220 designs developed and adopted by the exporters.
• Developed over 480 designs in Stone products, Bamboo luminaries,
accessories and furniture, Metal Crafts, Glass decoration, Paper stationery products, Wood furniture accessories, Bidri products, stand designs

- Over 45 students participated in the Short Term Certificate Programmes in Merchandising including Retailing and product development Computer Aided Designing through Photoshop, Corel Draw, 2D and 3D Design tools, Auto cad, etc.

- Over 320 craftpersons/ artisans from Assam, Nagaland, Tripura, Rajasthan, West Bengal, Karnataka, Punjab, Uttar Pradesh, Orissa, Himachal Pradesh etc. participated in the NCDPD Design and Product development programmes held across India.

- Online database of over 800 designers data profile on the website www.ncdpd.com are available online on the website for the information of exporters. The designers are categorized as Product Designers, Ceramic Designers, Textiles Designers, Exhibition Designers, Graphic Designers, and Furniture Designers etc. The online search facility as per the location and product category is very easy to locate the designers.

Bamboo & Cane Development Institute (BCDI), Agartala.

- Restructured to meet the need and requirement of bamboo industry in the areas of human resources development, technology upgradation, R&D and Common Facility Services;

- The Tripura Handicrafts & Handloom Development Corporation has been assigned Management Consultancy for interim period till Society is formed by State Government to run the affairs of BCDI;

- The Standing Finance Committee as well as Planning Commission has approved the project proposal for upgradation of BCDI at an estimate cost of Rs.14.61 crores;

- The Govt. of Tripura had allotted a land measuring 4.79 acres free of cost for construction of new BCDI Complex at Agartala;

- The construction of the building by the National Building Construction Corporation Ltd. has been completed and possession of the building has been taken over and so far Rs.6.30 crores have been released to the Corpn.

- The Institute activities covers product innovation, skill upgradation and transfer of technology to the artisans under a comprehensive plan, which includes design inputs; and

- The syllabus for training programme for skill upgradation of artisan has been completely restructured and made broader based and training programme commenced.

Important projects/Initiatives during the Xth Five Year Plan

I. India Exposition Mart

India Exposition Mart set up at Greater Noida provides permanent contact point for foreign buyers throughout the year for a continuous buyer seller interaction. The mart has 1800 outlets equipped with Resource centre and latest information technology facilities.

II. Urban Haat

Setting up of 43 Urban haats across the country have been approved. Upto Nov. 2007-08 Urban Haats in different parts of the country have been sanctioned. 10 Urban Haats at the following locations have become operational.
III. Rajiv Gandhi Handicrafts Bhawan

Rajiv Gandhi Handicrafts Bhawan set up at Cannought Place New Delhi has provided marketing spaces to various corporations/autonomous bodies etc. to showcase the handicrafts items for sale. In Rajiv Gandhi Handicrafts Bhawan space for organizing exhibitions by Handicrafts Corporations/NGOs/Societies, etc. is being regularly provided.

IV Setting up of International Craft Complex at Vasant Kunj New Delhi

The process for procurement of land from DDA has been initiated during the last year for setting up of International Craft Complex. Rs. 14.27 crores have been deposited with DDA for procurement of land during the last financial year 2006-07.

INITIATIVES FOR XIth FIVE YEAR PLAN

- 600 new clusters to be identified for development to benefit 2.5 lakhs additional artisans.
- Marketing Support to be provided to around 84560 artisans, organizing about 1192 events.
- About 1080 design related events to organized for design and technology Upgradation, to benefit 38600 artisans.
- Around 25000 artisans to be benefited under the programme of skill Upgradation.
- 50 lakhs artisans to be provided identity cards.
- Provide all needed support to double India’s share in the global handicrafts trade from the existing 1.3 percent.
- Concerted efforts to sustain and strengthen the existing market leadership position in global trade of hand made carpets.
- Ensure self-sufficiency and sustainability of handicrafts clusters.
- Uplift socio economic conditions of the artisans across the country.
- Improve quality of life of artisans through social security and welfare measures.
- Credit flow from the financial institutions.
- 1 lakhs artisans to be brought under insurance cover every year.
- 8 lakhs artisans to be covered for health insurance every year.
- Set up Raw Material Banks.
- Census of handicrafts Artisans all over the country.
- Brand Promotion of Indian Handicrafts.
- Development & supply of modern tools.
- Establishment of Resource Centre for major crafts.
- Establishment of E-Kiosk.
- Construction of common Work-shed.
- Setting up of Handicrafts Marketing Hubs in Metros.
- Setting up of Handicrafts Sourcing Hubs in major Clusters.
- Warehousing facilities of handicrafts.
- Setting up of Design Banks.