CHAPTER IX

HANDICRAFTS

The Handicrafts sector enjoys a special significance in the country's economy in terms of employment generation as well as earning of foreign exchange through exports. This sector alone employ more than 47.61 lakhs persons as per census conducted by NCAER in 1995. Out of the total work force in this sector, women constitute 46.8%, SC/ST (37.11%) and minority (23.89%). Handicrafts being a state subject, its development and promotion is the primary responsibility of the State Governments. However, the Office of the Development Commissioner (Handicrafts) has been supplementing their efforts by implementing various developmental schemes at the central level for the handicrafts sector.

To focus on the commitment of the organization towards its clients/citizens in respect of quality of services, information, transparency, grievances redressal, courtesy and value for money, citizen's charter of the Office of the Development Commissioner (Handicrafts) as well as the service charters of the field offices viz Regional Offices, Regional Design and Technical Development Centres, Marketing Service and Extension Centre were introduced/operationalised during 2001-02.

In today's world of liberalization and globalization, it has become necessary to redefine the role of the Government - from being administrator to becoming facilitators and service providers. With this objective in view, field units of the Office of the Development Commissioner (Handicrafts) are being restructured. An attempt is being made to reassess the role of Office of the Development Commissioner (Handicrafts) and redefine it in the changed global scenario, to study the existing organizational structure in Headquarter and field Offices of the Development Commissioner
(Handicrafts) and suggest optimal organizational setup which is more responsive and proactive to its client groups, to suggest the list of manpower to be retained, re-deployed and declared surplus. Also to suggest a proper VRS package for the employees who cannot be trained and redeployed appropriately, to suggest effective steps required to bring in an attitudinal change among the officers and staff and reorient them in view of changing role of this Office, to study the existing infrastructure at Headquarter and field level and identify additional facilities which need to be provided as such as communication, IT infrastructure, professional aids, membership of foreign institutions, books, periodicals etc., to study Regional Design and Technical Developmental Centers in the context of the services they render, and jobs they perform, and suggest their jurisdictional organization and/or relocation. Also to suggest their better linkage with M&SECs, NCDPC and other national and state level design institutes/centers. Indian Institute of Carpet Technology (IICT) has been set up at Bhadohi with an objective to provide the much needed support to carpet industry in designing, colour matching, conduct research and development work for improving/standardizing the existing techniques of production as well as providing HRD support and Common Facility Services. The institute has become functional and B.Tech. Course in Carpet and Textile Technology has commenced w.e.f. 1st November, 2001. Further, a Geographical Information System (GIS) had been developed with the assistance of IIT, Delhi. The portal, apart from functioning as an exchange mechanism for information and collection/dissemination, shall also enable e-commerce transactions and shall help in exchange of large variety of data and information on handicrafts among various agencies and artisans working in the sector. The above mentioned efforts would prepare us to face the challenges and ensuring competitiveness of Indian handicrafts in the world market in the post WTO era.

The performance of various developmental schemes of the Office of the Development Commissioner (Handicrafts) is outlined as under:

**TRAINING :**

Training is given for up-gradation of skills of the existing craftpersons as well as to unskilled ones with a view to expanding production base and for crafts having high potential for economic growth and for revival of languishing crafts.

Training is given through:

(i) Departmentally run training centers.

(ii) Apprenticeship training scheme under master craftsmen following the ‘Guru-Shishya tradition’.

(iii) Other organizations like Central/State Handicrafts Corporations, Apex Cooperatives and voluntary bodies.
(i) Departmental Training Centres:

The office of the DC (Handicrafts) had 521 Departmental Training Centers in the field in the beginning of 9th Five Year Plan which were essentially meant for conducting training in various crafts activities like Carpet, Cane & Bamboo, Metal etc. Craft wise/ area wise number of training centers is given in the chart below:

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name of the Scheme</th>
<th>No. of Centres in existence during 97-98</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Carpet</td>
<td>437 (262 + 175)</td>
</tr>
<tr>
<td>2.</td>
<td>Textiles</td>
<td>22</td>
</tr>
<tr>
<td>3.</td>
<td>Cane &amp; Bamboo</td>
<td>35</td>
</tr>
<tr>
<td>4.</td>
<td>Art Metal</td>
<td>24</td>
</tr>
<tr>
<td>5.</td>
<td>Wood</td>
<td>03</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>521</td>
</tr>
</tbody>
</table>

In view of the Government of India's resolution to right sizing the Government and adopting a Zero base budgeting approach to all the programmes/schemes, the Departmental Training Centers in Carpet Weaving were identified as non-essential and having outlived its utility. Accordingly, Ministry of finance (Department of Expenditure) vide their O.M. No.66 (16)- PF II/98 dated June 12, 1997 and D.O. No.66 (16) PF II/96 (P) dated Nov.12, 1997 directed the Ministry of Textiles to weed out all DTCs with immediate effect. Consequently, the then MOT approved the closure of 170 Carpet Weaving Training Centres in a phased manner during Ninth Five year Plan @ 34 Training Centres per year. In pursuance of this decision, 141 CWTCs were closed during 1997-98 to 2000-2001. 40 CWTCs have been closed during 2001-2002. In addition, 20 more DTCs of Cane & Bamboo and textiles have also been closed. Thus, a total of 201 DTCs have been closed during 9th Plan. It may be mentioned here that keeping in mind the special status to the State of J&K, 175 CWTCs operating in the state have not been considered for closure, so far.

In accordance with Ministry of Finance (Deppt. Of expenditure ) D.O. letter No No.66 (16)- PF II/98 dated June 12,1997 the barest minimum number of centers are to be run so that future fund requirement is minimized. Since, 9th Plan is coming to an end and keeping in view the instructions of ministry of Finance regarding closure of Deptt. Training Centres, it has been decided that at the beginning of 10th Five Year Plan, the Office of the DC (Handicrafts ) will have 320 DTCs in all, out of which 256 will be CWTCs (175 in J&K and 81 in rest of the country), 32 will be of Cane & Bamboo and 32 will be of other crafts. It is proposed that 23 out of 32 training centers in Cane & Bamboo craft be retained during the 10 Plan, as Cane & Bamboo is the thrust area of Govt. of India and Bamboo is heralded as the future timber. Out of these 23 centres, all 7 North East States will have 2 each and States of West Bengal, Bihar, Jharkhand, U.P., Chhattisgarh, Karnataka, Kerala, M.P. and Maharashtra should have one each.

During 2000-01, 2940 trainees were trained and in 2001-02, 1260 trainees are to be trained.
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The Office of the DC (H) has the following training oriented schemes.

**National Crafts Institute of Hand Printed Textiles, Jaipur:**

This Institute has been set up for technology Upgradation to Hand Printing and to study the present technique of production and to suggest improvements designs, styles in techniques of Hand Printing. During the year 2001-2002 the allocation of Rs. 21.50 lakhs has been made, out of which upto December 2001, a sum of Rs. 16.50 Lakhs has been utilized. During zero budgeting exercise 2001-2002, this scheme has been identified for phasing out and accordingly a proposal has been sent to Ministry of Textiles.

**Bamboo & Cane Development Institute, Agartala:**

This Institute was set up at Agartala during the year 1974 with a view to developing proper techniques for treatment and preservation of Cane & Bamboo handicrafts items by using suitable chemicals and lacquer to protect them from insects, fungus and disseminate these techniques to the various pockets of this craft by giving practical demonstration. Besides, there is also a training center located in the premises of Bamboo and Cane Development Institute (BCDI), Agartala. The training course is advance in nature and duration of the course is six months with each batch consisting of 40 trainees. Thus this

Skillfully made Cane & Bamboo Products
center imparts training to 80 practicing Craftpersons in a year. The trainees are selected from all over India as well as outside India (i.e. from countries, which fall under the purview of the Colombo Plan). A stipend of Rs. 400.00 per month is paid for the local trainees & Rs.500.00 for those coming from outside Tripura. Besides, TA/DA is also given for the trainees coming from out side Tripura for to and fro journeys for joining the training course and going back to their respective places after completion of the training, the upgradation of the Institute is being carried out. During the year 2001-2002, 80 trainees will be trained. An amount of Rs. 23.00 lakh has been allocated to Institute during 2001-2002. Upto December 2001 Rs.13.19 lakh have been spent.

**Extension Unit in Textiles Weaving under Regional Design & Technical Development Centre:**

The objective of this scheme is to conduct research and dissemination of information on Hand-printed Textiles. This Design centre also has 4 extension units at Hubli, Madurai, Pondicherry and Cannanore, which impart training in hand block printing apart from demonstration in techniques evolved in Hand-printed textiles. During 2001-2002 an amount of Rs. 29.00 lakhs has been sanctioned for operation of this scheme. Till upto 2001 a sum of Rs.22 lakh has been utilized for training, demonstration, technical guidance and survey. Till December 2001, twenty-eight trainees have been trained.

**Dye research laboratory, at RDTDC, Bangalore:**

The Regional Design & Technical Development Centre, (RDTDC), Bangalore also runs a scheme of Dye Research Laboratory to conduct research and dissemination in the use of Vegetable dyes for printing and dyeing of Textiles. For the Dye Research Laboratory, by which detailed experiment and research are being conducted to find out the usefulness of using various materials, and amount of Rs.14.00 lakhs has been sanctioned for the scheme during 2001-2002 and till December 2001, a sum of Rs.5.04 lakh has been utilized.

**(ii) Apprenticeship Training Scheme:**

With the objective of preserving and reviving languishing crafts and to impart training in crafts, which need specialized skills, an Apprenticeship Training Scheme under Master craftsmen on the pattern of ‘Guru-Shishya Parampara’ is being implemented. Training is imparted in wooden Lacquer ware, ornamental textiles,
wood, grass, leaves, reed and fiber, stone and pottery, toys and dolls and other craft. About 5 to 15 trainees per session, depending upon the crafts discipline are placed under a master craftsman for training.

During the year 2000-2001, 285 trainees were trained. At present 795 craftsmen are undergoing training.

(iii) Training through other organisations:

Training in various crafts are also imparted through other organization viz. Central/State Corporations, apex societies and voluntary organisations engaged in development and marketing of handicrafts. The objective of the scheme is to (I) increase the production base of crafts having high market demand, (II) upgrade skills of existing craftpersons and (III) revive languishing crafts. The duration of the training course under this scheme is 6 to 12 months depending on the craft.

During 2001-02, under Training Scheme A Crafts, 630 trainees were trained upto December 2001 and upto March 2002, and a total of 285 trainees are still under going training. Under Scheme B (Carpet Weaving) 750 trainees have been trained up to December 2001, and a total of 1020 trainees are still undergoing training.

These schemes have been merged with Baba Saheb Ambedkar Hastshilp Vikas Yojna, since 2001-2002.

TRIANNING OF TRAINERS AND
MASTERCRAFTSPERSONS:

It is a training module prepared for the craft training instructors (trainers) who are working in Government Departments or with NGO’s and State Corporations who are not very much exposed to the changes taking place in the craft world because of volatility of the market demand. Besides, the techniques of productions are also under going changes necessitating the needs for achieving perfection in skills and quality. Presently, there is no scheme to organize refresher courses for the instructors. The Task Force on the 9th Plan had therefore, recommended formulation of a scheme for organising training workshop for a duration of 2 weeks in the Regional Design & Technical Development Centres (RD&TDCs) located in Bangalore, Guwahati, Calcutta and Delhi, other reputed Institutions/ Engineering Colleges, etc. to acquaint them as well as other practicing mastercraftsmen with the latest developments that have taken place in the field of design technology and production methods. The scheme seeks to address the following:-

(a) New design concepts;
(b) Use of improved tools;
(c) New production techniques;
(d) New technology;
(e) Production management and costing;
(f) Economic & commercial intelligence; and
(g) Packaging.

The Design Centers will organize 5 such training programmes during the year in various crafts, for a group of 20 artisans in each course. The expenses on account of TA/DA, wage compensation, reading material and other training aids will be provided by the office of the Development Commissioner (Handicrafts).
During 2000-2001, 92 Artisans were trained. The target for 2001-2002 is to train 100 artisans.

**DESIGN AND TECHNICAL DEVELOPMENT:**

Keeping in view the need to make handicrafts a viable economic activity by making the products more acceptable in the market, five Regional Design and Technical Development Centers at New Delhi, Mumbai, Bangalore Calcutta and Guwahati are functioning to provide design and technical guidance accompanied by training facilities in different crafts to artisans in their respective regions.

The main activities of the Regional Design and Technical Development Centers in Handicrafts are:

(a) To make crafts a success in the contemporary market and thus enhance income and employment opportunities and
(b) To preserve the craft's traditional beauty which is the main source of strength to a designer.

These centers are concerned with the development of new designs and products in certain crafts in collaboration with outside designers. Design workshops in various crafts are being organized from the empanelled designers/an alumni of NID/NIFT in the crafts pockets by these centers. Similarly, Design workshops are also being conducted through the departmental designers, 43 Design workshops have been sanctioned to five RDTDC's in the year 2001-2002 for which Rs.40.00 lakhs have been allocated. Out of which Rs.33.00 lakhs have been utilized till December 2001.

Design assistance is also extended to State Corporations/Apex Societies as well as Voluntary Organizations through the various schemes of grant-in-aid for engaging professional designers to evolve new designs/products for the necessary value addition. Under the approved scheme an amount of Rs.1.00 lakh per workshop is being sanctioned and payment is being made in two instalments.

During the year 2000-01, 1800 designs in various crafts were developed by the Design Centers including voluntary Organizations in different crafts. During the current financial year 2001-02, it is expected that 2000 new designs would be developed.

A new Scheme “Supply of Modern Tools & Kits” has been formulated during 9th Plan and action has been initiated to identify modern tools for various crafts in collaboration with Indian Institute of Technology, New Delhi. The design centers have also been endeavoring to develop improved tools and equipment for improving productivity by craftsmen and up gradation of products. IIT, New Delhi was sanctioned a project on technological improvement of tools and process used by craftsmen engaged in Wood Industries of India in the year 1999-2000 with the financial provision of Rs.798860/- and 1st installment of Rs.208398/- was released during 1999-2000. IIT has submitted its 1st Interim report
followed by which 2nd installment of Rs.3.20 lakhs has been released in the month of August, 01.

Under the scheme of supply of modern tools and kits, a sum of Rs.46.34 lakhs have been released to COHANDS, New Delhi during the year 2000-01 for distribution of tool kits to the Artisans of earthquake affected area of Gujarat and the progress is at its advanced stage.

During the year 2000-01, various proposals have been received from Corporations/Voluntary Organizations under the approved scheme of design development workshop and process, 20 Design Workshops and 27 Design Development Projects have been sanctioned and the target for 2001-02 is to conduct 20 design workshop. Upto December 2001, 19 workshops/design development projects have been sanctioned.

MARKETING:

During the year 2001-2002, the Handicrafts Marketing and Service Extension Centers propose to organize 32 Local Level Marketing Workshops, 30 State Level Marketing Workshops, 9 National Level Melas, 6 Product Promotion Programmes, 3 special Hill Station Programmes, 6 Crafts Bazaars, 32 local fairs and festival. Besides these, the Office of the Development Commissioner (Handicrafts) is organising 2 National Handicrafts Expos and 2 Mini-Handicrafts Expos at various places in the country. During the Current Financial year 2001-2002, 48 Buyer-Seller Meet are being organized at different places in the country with an aim to provide additional marketing assistance to the Craftpersons through State/Central Corporations/NGOs/Apex Societies.

Till December 2001, 41 Marketing Development events were organized in different parts of the country, which generated sales worth Rs.640 lakhs and 1687 craftpersons were benefited.

The main objective of the marketing schemes is to provide ample opportunities to artisans to market their products directly to customers and get the fair price for their Crafts. With a view to boosting the domestic market, Dilli Haat has been set up in Delhi in which craftpersons /NGOs/Voluntary Organizations participate from different parts of the country from time to time. Keeping in view the excellent response, efforts are being made to set up similar types of permanent Haats in other important cities.

FINANCIAL ASSISTANCE TO CENTRAL/ STATE HANDICRAFTS CORPORATIONS AND APEX SOCIETIES:

With a view to enhancing the working capital base of the beneficiary organisations, the Office of the Development Commissioner (Handicrafts) provides equity to State Handicrafts Development Corporations and Apex Societies in order to enable them to undertake procurement of handicraft directly from artisans and distribute raw materials.
During the year 2001-2002, a sum of Rs. 240.00 lakhs (Rs. 90.00 lakhs for NER + Rs. 150.00 lakhs for other than NER) has been allocated to State Handicrafts Development Corporations/Apex Societies. Rs. 100 lakh has so far been released.

**Financial Assistance under Market Development Scheme:**

The objective of this scheme is to financially assist the implementing agencies to enable them to open new emporia and renovate/expand the existing emporia. The scheme has been revised during the 9th Five Year Plan.

Under the revised scheme, 50% of the capital expenditure (non-recurring) is provided by the Office of the Development Commissioner (Handicrafts) as grant-in-aid and the remaining 50% is contributed by the concerned State Government Corporations/Apex Societies/Voluntary Organisations, subject to the maximum limits as under:

1. Rs. 5.00 lakhs for renovation/expansion of existing emporium.
2. Rs. 20.00 lakhs for a new emporium to be housed in own premises in metropolitan cities and Rs. 15.00 lakhs at other places.
3. Rs. 10.00 lakhs for new emporium to be opened in the rented premises.

During 2001-2002, an amount of Rs. 50.00 lakhs for other than NER and Sikkim Rs. 25.00 lakhs for NER including Sikkim State has been allocated for opening/renovation of Emporia to State Corporation/Apex Societies/Voluntary Organizations.

So far till December 2001, a sum of Rs. 32.75 lakh has been released for renovation of 9 Emporia and opening of one new Emporia.

**Financial Assistance for Setting up of Craft Development Centres:**

To meet the persistent need of craftsmen in the areas of design guidance, raw material depot, common facility services and marketing, a scheme of setting up of Craft Development Center to offer a package of services to a cluster of craftsmen is in operation. During 2000-2001, 7 Craft Development Centres were sanctioned other than NER and an amount of Rs. 25.12 lakhs has been released to various organizations. 3Crafts Development Centers in NER were sanctioned and an amount worth Rs. 10.12 lakhs has been released.

**PUBLICITY:**

In order to promote sales of Crafts abroad and in the domestic market, publicity arrangements are made by printing folders, brochures and catalogues and production of
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video films on crafts in different states through State Handicrafts Corporations, Apex Co-operative Societies and Voluntary Organisations. 20 new proposals for printing of brochure, folder and catalogue and 2 proposals for making video films were sanctioned during the financial year -2000-2001. Besides, 13 new proposals for printing of folders brochures and catalogues including video films have been received for consideration for 2001-2002.

Up to December 2001, Rs.156.62 lakhs have been released.

A “Handicrafts Week” to popularize Handicrafts through SHDC is celebrated from 8-15 December every year. The measure adopted for this includes printing and distribution of posters, releasing advertisement in newspaper, journals and arrange publicity by Radio Spot through AIR.

EXHIBITIONS:

Financial assistance is also given as grant-in-aid to corporations, co-operatives and voluntary organisations to organise exhibitions. The Office also sponsors exhibitions in India and abroad under Cultural Exchange Programme with different countries and participation in other international fairs/exhibitions. Under the agreed Cultural Exchange Programme with different countries, this office sponsored exhibitions/receive exhibitions on handicrafts and depute National Awardee Mastercraftpersons for giving live demonstration, on reciprocal basis.

The following Handicrafts Exhibitions were conducted during 2000-01 under Cultural Exchange Programme:-

1. Indian Handicrafts Exhibition at Romania from May 17-31, 2000.
2. Indian Handicrafts Exhibition at Chile from July 20-26, 2000.

During 2001-02, the following activities were undertaken upto October, 2001:-

1. Under Cultural Exchange Programme an exhibition of Romanian Handicrafts was organized at New Delhi (October, 8-12, 01) and at Bangalore (October 20-24, 01).
2. Tamilnadu Handicrafts Development Corporation participated in the Birmingham fair held from 2-5 September 2001 under the financial assistance of this office.
3. HHEC participated in the India Show held at Singapore from 24.-26.8.2001 under the financial assistance of this office.
4. One official of RD&TDC Bangalore along with Two Mastercraftspersons were deputed to Seoul, Korea for participation in World Ceramic Exposition (WOCEK) during 24th August to 9th September, 2001.
5. One official and 4 Mastercraftpersons were deputed to Sao Paulo, Brazil for live demonstration in India Show held from 25-29 September 2001.

During the year 2000-01, 204 exhibitions were conducted and incurred an expenditure of Rs.220 lakhs. The exhibitions
are being organised through State Handicrafts Corporations/Voluntary Organisations/Apex Societies. During 2000-01, these exhibitions generated sale of Rs. 10.28 crores and 2076 Craftpersons were benefited. During 2001-02, 272 exhibitions have been sanctioned and upto December 2001, 94 exhibitions have been conducted.

on the results of the census, follow up studies on various aspects will be undertaken in the coming years.

During the year 2001-02, two studies namely (1) an evaluation study of training programmes in J&K State has been entrusted to Institute of Rural Management, Anand sanctioning an amount of Rs.5.80 lakhs and

released 50% of the sanctioned amount i.e. Rs.2.90 lakhs. (2) Feasibility study on Craft Development Institute, Srinagar to National Institute of Design, Ahmedabad sanctioning an amount of Rs.5.00 lakhs and releasing an amount of Rs.2.50 lakhs being the 50% of the sanctioned amount as the first installment.

**SCHEME FOR REVIVAL OF LANGUISHING CRAFTS:**

It is a scheme for identification, survey and revival of languishing crafts through measures such as design development, training, pilot projects, exhibition and

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**SURVEY AND STUDIES:**

To have a regular system of feedback on economic, social, aesthetic and promotional aspects of various handicrafts and craftspersons in this sector, efforts are being made under this scheme to build up a reliable database. An All India census of handicrafts sector was undertaken by NCAER during 1995-96 and the findings of Census Report, which are expected to be ready shortly, would provide reliable and exhaustive data on employment, production, earnings etc. at the district-state-national level. Based
publicity has been introduced. Financial assistance is being given to voluntary organisations, apex cooperative societies and corporations under this scheme.

During 2001-2002, efforts have been made to revive the following crafts:

I. Suri Bowl (SERPAI), Birbhum.
II. Scroll Painting of Midnapur.
III. Kalighat patachitra.
IV. Jangifa cards of Orissa.
V. Basketry Megamokk Shillong 
VI. Bamboo Etching Meghalaya 
VII. Mizo-Pawnpui Mizoram

**NATIONAL AWARDS TO MASTER CRAFTSPERSONS:**

A scheme of National Awards, to outstanding Mastercraftsmen focusing attention on their high level of skills and their exquisite creations was initiated in 1965. Each award-winner gets Rs. 25,000/- in cash, a tamrapatra, an Angavastram and a certificate. Since its inception, 763 craftsperson/ weavers have received National awards by 1999.

Besides, 549 National Merit Certificates were given to outstanding Mastercrafts-persons and Weavers for their excellence in Crafts up to the year 1999. Each Merit Certificate winner is given Rs. 5000/- cash and a certificate.

**PENSION TO MASTERCRAFTS-PERSONS IN INDIGENT CIRCUMSTANCES:**

A scheme for pension to Mastercrafts-persons unable to work due to old age, has been in operation since 1973-74. Two hundred & one Master Craftpersons under the above pension scheme, are availing pensionary benefit @ Rs. 1000/- per month and 18 new Master Craftpersons have been sanctioned pension till December 2001.

**SOCIAL SECURITY SCHEMES:**

Social Security and welfare of artisans is another area which is being given special attention. Three new schemes namely:- (i) Workshed-cum-housing/ Workshed, (ii) Health package for artisans and (iii) Group Insurance for artisans have been introduced during 1994-95. These Schemes have been further modified on the basis of the recommendations of the sub-Group on handicrafts to suit the changing requirements of the Artisans. These scheme have become very popular measure for providing security net to craftsmen. In the coming years, all State Handicrafts Corporation and leading NGOs will be encouraged to avail the financial assistance from the Govt. and bring more and more craftspersons under this security net.

During 2001-2002, 2000 work-sheds including work-shed-cum-houses shall be constructed. It is also proposed to cover 1000 artisans under Group Insurance Scheme, and 7000 artisans in Health Package Scheme, out of this, upto December 2001, the sanctions have been issued for
1576 work-sheds & work-shed-cum-housing units and Health Insurance Package to cover 1057 artisans.

**NATIONAL CENTER FOR DESIGN & PRODUCT DEVELOPMENT:**

A recently approved scheme for setting up a National Center for Design and Product Development at Okhla and Moradabad has been launched. The total outlay for the project is Rs.537 Lakhs. To facilitate effective running of the project, an autonomous society has been created which is headed by DC(HC). The project shall function on self-sustainable basis.

The centre with a view to revive ethnic and traditional crafts from remote craft pockets viz. Puri, Gwalior, Bhopal, Tripura, Andhra Pradesh etc. and project them in an International marketable form has envisaged ambitious projects in association with CCIC, New Delhi and reputed designers. 3 integrated Design Development Projects under the Grant-in-Aid of the Office of the Development Commissioner (Handicrafts), New Delhi have been undertaken successfully by the Centre and show-case in the Indian Handicrafts and Gifts Fairs.

Total membership of NCDPD became 114 by June end. Design related expertise has been extended to the following:-

- German Designers namely Alexander Zickendraft and Nicola Emst besides Indian Designer Shri Deepak Singh has extended full support of contacts for the marketing of export products in the fairs taking place in Germany.

**EXPORT OF HANDICRAFTS:**

Export of handicrafts including Hand-knotted carpets were recorded at Rs.9270.50 crores during 2000-2001 representing and increase of 15.02 % over
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the export of Rs 8059.63 crore recorded during previous year. The export target for the year 2001-2002 has been fixed at Rs.10,610.00 crores. The main items which exhibited increase in exports during 2000-2001 are Zari and Zari Goods (11.70%), art metal ware (18.76%) Wood wares(24.50%) Hand printed textiles and scarves (10.25%) and embroidered and crocheted goods (24.01%). The export of handicrafts in the current financial year till December 2001 has been Rs. 6232.68 crores. Item-wise exports of Handicrafts since 1994-95 is given in table 9.1.

Table No. 9.1  Exports of Handicrafts from 1994-95 to 2001-02 (April-December 2001) (Rupees in Crores)

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<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Carpet (woollen)</td>
<td>951.00</td>
<td>993.22</td>
<td>1363.05</td>
<td>1526.88</td>
<td>1719.24</td>
<td>1888.45</td>
<td>2045.96</td>
<td>2415.50</td>
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<td>Carpet (silk)</td>
<td>40.33</td>
<td>56.65</td>
<td>68.77</td>
<td>120.38</td>
<td>155.54</td>
<td>153.93</td>
<td>167.03</td>
<td>95.76</td>
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<td>Carpet (syn.)</td>
<td>7.55</td>
<td>12.62</td>
<td>10.73</td>
<td>144.13</td>
<td>139.16</td>
<td>93.65</td>
<td>102.16</td>
<td>40.78</td>
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<td>Cotton Durrie</td>
<td>359.02</td>
<td>351.66</td>
<td>337.04</td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Total Carpet</td>
<td>1357.90</td>
<td>1414.15</td>
<td>1779.59</td>
<td>1761.39</td>
<td>2013.94</td>
<td>2136.03</td>
<td>2315.15</td>
<td>1588.04</td>
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<td>Art metalware</td>
<td>804.68</td>
<td>924.94</td>
<td>971.46</td>
<td>1214.60</td>
<td>1324.16</td>
<td>1497.18</td>
<td>1778.10</td>
<td>1328.91</td>
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<tr>
<td>Wood Ware</td>
<td>101.36</td>
<td>153.46</td>
<td>218.17</td>
<td>221.822</td>
<td>86.04</td>
<td>348.95</td>
<td>434.44</td>
<td>217.59</td>
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<tr>
<td>HP Textiles</td>
<td>628.47</td>
<td>507.76</td>
<td>686.10</td>
<td>838.24</td>
<td>1033.98</td>
<td>1158.05</td>
<td>1276.75</td>
<td>918.31</td>
</tr>
<tr>
<td>Embroidered</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Crochet goods</td>
<td>895.96</td>
<td>785.80</td>
<td>1030.89</td>
<td>990.75</td>
<td>1159.42</td>
<td>1584.36</td>
<td>1964.78</td>
<td>1360.18</td>
</tr>
<tr>
<td>Shawls &amp; Artwears</td>
<td>13.36</td>
<td>14.33</td>
<td>17.82</td>
<td>170.8</td>
<td>18.18</td>
<td>21.50</td>
<td>27.20</td>
<td>19.31</td>
</tr>
<tr>
<td>Zari and Zari goods</td>
<td>57.19</td>
<td>47.73</td>
<td>54.57</td>
<td>70.34</td>
<td>74.95</td>
<td>83.52</td>
<td>142.32</td>
<td>86.31</td>
</tr>
<tr>
<td>Imitation Jewelry</td>
<td>61.03</td>
<td>77.58</td>
<td>48.65</td>
<td>98.03</td>
<td>104.10</td>
<td>113.64</td>
<td>121.68</td>
<td>71.40</td>
</tr>
<tr>
<td>Misc. Handicrafts</td>
<td>523.57</td>
<td>695.94</td>
<td>787.02</td>
<td>902.32</td>
<td>1057.57</td>
<td>1116.40</td>
<td>1210.08</td>
<td>642.63</td>
</tr>
<tr>
<td>Other than carpets</td>
<td>3159.62</td>
<td>3207.54</td>
<td>3815.21</td>
<td>4353.18</td>
<td>5058.40</td>
<td>5923.60</td>
<td>6955.35</td>
<td>4644.64</td>
</tr>
<tr>
<td>Total exports of Handicrafts</td>
<td>4517.52</td>
<td>4621.69</td>
<td>5594.80</td>
<td>6114.57</td>
<td>7072.34</td>
<td>8059.03</td>
<td>9270.50</td>
<td>6232.68</td>
</tr>
</tbody>
</table>

EXPORT PROMOTION MEASURES TAKEN BY EPCH/ CEPC DURING 2001-02 (Till December 2001)

(a) Export Promotion Council for Handicrafts:
- Participated in Hongkong Houseware week, Hongkong during 17-20 April 01
- Participated in Hongkong GIFT & Premium week, Hongkong during 24-27 April,01
- Participated in FAME, Manila during 22-25 April,01.
- Participated in Int. House-ware show Tokyo (Japan) during 20-22 June,01
- Participated in California GIFT show Los Angeles, USA during 21-24 July, 01.
- Participated in Sao Paulo International House-ware & GIFT Fair, Sao Paulo, Brazil during 18-21 August, 01.
- Participated in International Autumn fair, Birmingham (UK) during 2-5 September,01
- Participated in MACEF-Autumn,Milan, Italy during 7-10 September,01
- Participated in IFUKUOKA International Trade Fair, Japan during 13-16 September,01
- Organized Indian Handicrafts & Gift Fair (Autumn) 2001 at Pragati Maidan, New
Delhi during 15-18 October,01

- Participated in 9th Asian Gift & premium & Household Products show Hongkong during 22-25 October,01
- Participated in "Made in India Show" in Johannesburg from 17-21 July, 2001 organised by CII with a view to promote export of Indian Handicrafts.

(b) Carpet Export Promotion Council:

1. Organised Road-Shows in USA from 2nd May - 5th August, 2001 in USA under UNDP Carpet Project.


3. Participated in "Made in India Show" in Johannesburg from 17-21 July, 2001 organized by CII with a view to promote export of Indian Carpets in the new markets.


5. Chairman, CEPC, DC(Handicrafts) and Executive Director, CEPC had meetings with Senators, Congressmen, Legislative Assistants and Staffers in Washington with a view to apprise them about steps taken by Government of India and CEPC/Industry for elimination of child labour from carpet industry and various welfare schemes being implemented to improve the condition of weavers family, besides finalizing agreement with lobbyist.

UNDP PROJECTS:

(a) Carpet:

The project aims to promote employment and income generation in Handknotted carpet industry with special focus on value addition, design development and improvement in technology and post weaving processes including use of vegetable dyes in carpet manufacturing to augment the exports. The total outlay of the project is Rs.990.86 lakhs in which the GOI contribution is Rs.485.00 lakhs. The project commenced in December 1999 and would conclude in March 2003.

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

- IIT, Delhi has developed improved looms, hand tools, washing, drying plants, embossing machines, trimming and moisture measuring device for use by the carpet industry. These tools and equipments etc., were modified based on feedback received from the carpet industry and for final revalidation a
demonstration was organised in July, 01 at IICT, Bhadohi. 10 sets of these tools were fabricated for demonstration and training of trainers in all major carpet belts. Training programmes at 4 locations at Mirzapur, Gopiganj and Bhadohi in and around Jaipur were organised during 12th - 15th Oct., 2001.

- Wool Research Association, Mumbai is working on standardization of extraction procedure of dyes from locally available natural colour yielding raw material. WRA so far, conducted 3 workshops on use of natural dyes, one at Jaipur and two at Bhadohi, U.P.

- 20 designers working under the provision of NIFT have developed 198 ethnic design carpets with the help of about 30 exporters selected from various carpet producing belts. These carpets were displayed in Domotex-Jan., 2001 for market reaction. Another 30 carpets developed specially for US markets were sent for participation in Road Show organised at 8 different locations in US. About 80 new design ethnic carpets were also displayed for test marketing in Atlanta Rug Show held at Americas' Mart, Atlanta w.e.f. 19-22 July, 2001. The show was inaugurated by Hon'ble Ministry of Textiles on 19th July, 2001. It is reported that Road Shows and display in the Rug Show had created lot of awareness among the consumers and buyers and some business inquiries were also generated.

- IICT has completed procurement and commissioning of CAD system and colour matching equipment. More than 200 designs developed on CAD were offered for sale. IICT is proposing to conduct short term training course in Computer Aided Designing for the industry and may also organize training of artisans from North-East and Southern Region in Carpet Weaving Techniques.

- CEPC participates in various marketing events under the project. The following events were organized so far:
  4. Organised Road Shows at different locations in US (May-Aug., 01). Live demonstration of carpet weaving was also organised.
  5. Participated in Atlanta Rug Show, 19-22 July, 01.

- The development of new design and preparation for participation in next Domotex Fair in Germany in January, 2002 and Atlanta Rug Show in US in Jan., 2002 is at final stage.

(b) Cane & Bamboo:

- Kerala Forest Research Institute has completed the survey for identification of cane & bamboo species suitable for handicrafts sector and has set up Gene Pool Bank and Tissue Culture Lab for providing planting stock to the farmers as
well as training them in better farming techniques. The programme in North East has been started a little late as finalization of arrangements for associating SFRI, Itanagar and IRMDFR, Jorhat in implementation of these activities took some time.

- So far, more than 204 farmers have been trained in farming techniques and more than 5000 seedlings have been given for planting. Three demonstration plots have been set up for providing necessary input for intervention of specific handicrafts related cane and bamboo species.

- IIT, Mumbai has developed a set of various hand operated improved tools, splitting machines, finishing and dyeing techniques etc, which was recently demonstrated to the users group in a workshop at Guwahati. These equipment and tools are being validated by the artisans. Validated tool kits are being fabricated for distribution in 21 clusters (18 in North East & 3 in Kerala) for training and use of the artisans community.

- Mobilization of Self Help Groups and Thrift & Credit activity in 21 identified clusters has begun. Necessary inputs/for development of the clusters are being provided in phased manner.

- Out of 15 designers, only 11 are working under the project (10 in North East & 1 in Kerala). They have completed 1st Phase of their activity and produced about 188 new design prototypes which was displayed recently in IHGF held at Pragati Maidan during 15-18 Oct., 2001. It has attracted most of the buyers and generated a large number of business inquiry. These are being made to translate them into the foreign export order. The 2nd Phase of design developed activity has also started.

- There is a proposal to set up Common Facility Centres equipped with electrically/mechanically operated machines to provide facility for processing of raw material to the artisans/manufactures. This will not only remove drudgery but will also save a lot of time of the artisans, which is otherwise wasted in non-craft activity like manual processing of raw material etc. This will result in improving productivity and quality. Some Indian fabricators have been identified who have developed
electrically operated machines. The CBTC, Guwahati is presently trying these machines and getting it validated. These machine could be procured and supplied to 5 major Common Facility Centres being set up (4 in North East and 1 in Kerala).

In addition to above, 21 Micro Common Facility Centres are also proposed to be set up where working tools in operated processing machines will be provided to each of the 21 clusters. These will be used as a CFC by the artisans beside providing training to them.

- It is proposed to display the product in some international markets in U.K. etc., for test marketing.

(c) Wood:

Initially, 3 international designers visited India for Design Development in Kerala and Jodhpur. They developed about 125 design prototypes, some of them received good market response. The artisans with whom these designers have worked are using very primitive technology and as a result, these designers felt some difficulties in working with them. Hence, progress under Design Development was not as effective as expected. The project was, therefore, reoriented to provide necessary technological inputs in these States before further design intervention is considered. After the training at FRI, setting up of WSP & CFC, a fresh design input was provided to the artisans in these States by expert designers drawn from NID/NID trained free lance designers. These designers developed about 254 products under various design workshops conducted by them and also trained the artisans in joinery and packaging. One expert was also hired to provide training in use of enhancement of Technology Upgradation, Quality & Productivity. He conducted a series of workshops after identifying the need of artisans of wood craft in Saharanpur, Nagina, Trivanderum, Chennaiapatna & Mysore. These workshops have developed lot of interest in the artisans group and they now realize the necessity of adopting these newer technologies for improving their productivity and quality.

COMPUTERIZATION OF THE OFFICE:

The computerization of the office has been done up to section level. The local area networking of the terminals has been completed. The office has obtained ISDN line to provide net connectivity on the Internet LAN among eight users. It is proposed to develop a Software package for monitoring the progress of various schemes like departmentally run training
schemes, marketing development schemes, financial assistance to State Corporations/Apex Co-operative Societies and Progress of Marketing & Service Centers. Database on State/National awardees and crafts is also maintained. Thirty nine Pentium based Computers have been installed at Hqrs. New Delhi and nine Computers have been installed, at Regional Offices; CR Lucknow NER Guwahati and SR, Chennai, (NR), New Delhi (WR), Mumbai (ER) Calcutta, IICT, Bhadohi and Carpet Service Centre, Varanasi have also been provided computer systems one each. Twenty-five Marketing Centers have also been provided computer system with internet connectivity.

National Institute of Information and Technology New Delhi was entrusted the Job of training to the officials/ officers from Hqrs. / Regional offices and some field offices. During 1999-2000 a sum of Rs.3.76 Lakhs was sanctioned and out of which Rs. 2.79 lakhs was released to train 286 employees on effective and efficient use of computers. During 2000-2001, 93 employees of Headquarter office and regional office New Delhi were trained in advance level Computer training (MS Access) and a sum of Rs. 1.87 lakhs was sanctioned for this computer training. During current financial year, it is also proposed to train officers/officials of field offices in computers (MS Office and internet connectivity).

Keeping in view the use of CAD and other sophisticated Computer Software for development of new designs, it has been decided to install CAD systems in the RD&TDCs, BCDI Agartala, ICT Bhadohi and MHSC Moradabad. The CAD systems are operational at all RDTDCs Okhla New Delhi, Bangalore, Guwahati, Mumhai, Calcutta and MHSC, Moradabad. NIC has trained departmental design artist on CAD system. Regional Computer Center Chandigarh has provided six CAD menpower to RDTDC’s and MHSC Moradabad to assist designers in operating of CAD systems.

PUBLIC REDRESSAL GRIEVANCES CELL:

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

PROGRAMME FOR MODERNIZATION OF THE WEAVING SECTOR

(i) India Exposition Mart

It is being set-up at Greater NOIDA with the objective to provide support to Cottage &
Small Scale Handicrafts Units/Exporters in their marketing efforts including exports. The mart will be a centralized and permanent contact point open through out the year for buyers-sellers interaction, reliable source of supply etc. The Mart has been incorporated as a company under Company Act 1956 (no. 1 of 1956) and its Memorandum and Article of Association has been finalized. Lease deed for allotment of land to the Mart has been executed with GNIDA. Office of the Development Commissioner (Handicrafts) has sanctioned Rs. 4.54 crores to EPCH as one time assistance for setting up of this Mart.

(ii) Handicrafts Bhawan

The building plan for construction of Handicrafts Bhawan at Baba Khark Singh Marg, New Delhi has been approved by the competent authority. The final cost estimate has been submitted by the Consultant Architect i.e. NIDC and submitted to CPWD for approval and to facilitate them for issue of tender documents. The project for proposed construction of Handicrafts Bhawan is in an advanced stage of consideration and construction work would be executed by CPWD on top priority basis and the building is likely to be completed by 30.06.2003.

(iii) Urban Haat

Under this scheme, Dilli Haat type infrastructure would be created at prime locations where artisans and weavers would get an opportunity to sell their products to the consumers. In the 9th Five Year Plan, setting up of 18 such Haats is contemplated out of which 10 have been sanctioned for Agra, Gandhi Nagar, Bhubaneswar, Ranchi, Karnal, Jammu, Tirupathi, Kolkata, Allahabad and Bhopal upto October 2001.

Shri Kashiram Rana, Minister for Textiles, meeting Craftspersons at Special Gujarat Fair 2001 at Delhi Haat