

Ministry of Textiles

Annexure-I

Name of the Key Initiatives/Flagship Schemes: -

Special projects under Integrated Development and Promotion of Handicraft Projects:

(Rs in Crores)

Sl. No.	Launch Date and Place.	Implementing Agency	Crafts	Objective & Target beneficiaries	Total Project Cost	Fund Released	Achievement
1.	Jharkhand (2015-16)	JHARCR AFTS	Wood crafts, Bamboo, Patitkar painting, Metal work, Stone carving.	Design Workshop, Integrated Design Development Project , Exhibitions, Marketing Activities (Buyer Seller Meet) and Common Facility Centres for the benefits of 24,300 SC and ST artisans in the state.	30.00	15.00	Project under progress and Rs.9.41 lakhs incurred in the project upto 30.06.2016
2	Uttarakhand (2014-15)	UHHDC	Aipan, Murals, Uttarakhand painting, Wood carving, Rambaans Textiles	Design Workshop, Integrated Design, Exhibitions, Marketing Activities (Buyer Seller Meet) and Common Facility Centres for the benefits 24,300 SC and ST artisans in the state.	30.00	15.00	Project under progress and Rs.5.25 crore incurred in the project so far.
3.	Tamil Nadu (2015-16)	T.N.H.D.C. Ltd.	Bronze Icons, Tanjore Art plate, Traditional Brass Lamp, Brass ware, Papier Machie,	Design Workshop, Integrated Design, Exhibitions, Marketing Activities (Buyer Seller Meet) and Common Facility Centres for the benefits 19450 artisans in the state.	20.38	10.19	Project under progress.

			Stone craft, Wood carving, Natural fibre, Terracotta, Immitation Jewellery				
4.	Kerala (2015-16)	H.D.C.O. Kerala	Bell Metal, Banana Fiber, Wood, Screw pine, Potter/Clay.	Design Workshop, Integrated Design Dev.project, Exhibitions, Marketing Activities (Buyer Seller Meet) and Common Facility Centres for the benefit 18300 artisans in the state	25.15	9.09	Project under progress.
5.	Madhya Prades h (2015-16)	M.P.H.E. H.V.N Ltd.	Pithora Painting, Punja durries, Silver Jewellery, Chanderi Saree, Saree Weaving, Dhokra Crafts, Zari Zardozi, Jute Crafts, Wood Carving, Teracotta, Bagh Print, Wrought Iron, Bamboo and Jute Crafts.	Design Workshop, Integrated Design, Exhibitions, Marketing Activities (Buyer Seller Meet) and Common Facility Centres for in the benefit 23580 artisans in the state.	23.12	5.73	Project under implement- ation.

6	Andhra Pradesh (2016-17)	A.P.H.D. Corp.	Kondapally wooden painted toys, Wooden Lacquerware toys, Veena making, Leather puppets, Kalamkari printing and wood carving.	Design workshop, Technical Training, Entrepreneur Development programme, Supply of improved tools, Marketing Activities (Craft Bazar, Exhibition, Buyer Seller Meet, International Participation.) publicity, Emporium and Common Facility Centres for in the benefit 4330 artisans in the state.	10.06	5.03	Fund released in the 2 nd week of August 2016. Project implementation is initiated.
7	Varanasi (UP) (2016-17)	NCDPD	Zari & Zardozi, Artificial Jewellery/ Gulabi Meenakari, Wood Crafts/Wooden Lacquerware, Soap Stone/Stone Carving, Terracotta/ Pottery Crafts, Bead Work & other misc. crafts viz. Mural Painting, Hand Block Printing, Gold Smith, Metal Crafts etc.	Baseline Survey, Skill/Capacity Development Training Programme, Design Workshop, Integrated Design Project, Supply of tools, Marketing Activity and Creation of infrastructure (CFCs, Raw Material Bank, Craft Based Resource Centre) and Technology upgradation assistance to exporters for the benefit 21,780 artisans in the Varanasi.	31.00	1.00	1. PAMC in its meeting dated 04.08.2016 has decided that initially baseline survey and capacity building programme shall be taken up by IA in Varanasi at a cost of Rs.300.50 lakhs and after completion of baseline survey etc. IA shall submit DPR as per the requirement by December 2016. 2. Project implementation is initiated.

8.	Bihar (2016-17)	Upendra Maharathi Shilp Anusandhan Sansthan (UMSAS) Patna, Bihar	Potteryworks(terracotta) , Sikki Arts, Madhubani Painting, Applique & Kasida work, Sujani Art, Bamboo Products, Tikuli Art Works, Stone Crafts, Wood Crafts , Manjusha Painting, Jute Crafts	Design and Technology Development Workshops, Integrated Design & Technology Development Project, Technical Training Programme, Supply of Toolkits , Market Promotion (Seminar-Cum Workshop, International Workshop, Buyer Seller Meet and Exhibitions) Common Facility Centres.	30.00	15.00*	Project is being implemented.
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Allocation and expenditure for (2014-15 to 2016-17) (Plan)

(Rs. in Crores)

Sl. No.	Schemes	2014-15			2015-16			2016-17			2017-18
		B.E.	R.E.	Exp.	B.E.	R.E.	Exp.	B.E.	R.E. tentative	Exp. Up to Feb. 2017	Proposed B.E
1	Ambedkar Hastshilp Vikas Yojana (AHVY)	7.00	2.00	0.55	3.00	3.00	2.25	5.00	4.00	1.46	5.00
2	Design & Tech. Up-Gradation	26.00	17.00	16.00	27.00	27.00	25.89	20.00	20.00	14.09	20.00
3	Marketing & support Services	39.00	35.00	37.63	56.00	56.00	54.57	56.00	56.00	35.22	50.00
4	Research and Development	7.00	4.00	3.51	7.00	7.00	6.28	7.00	7.00	3.95	6.00
5	Human Resource Development	27.00	15.00	15.26	24.00	24.00	23.74	15.00	15.00	12.35	13.00
6	Welfare Schemes	37.00	5.00	0.15	8.00	4.00	2.88	20.00	20.00	12.71	20.00
7	Package of J&K	0.00	0.00	0.00	0.00	0.00	0.00				
8	Infrastructure (Capital)	28.00	19.00	24.97	9.24	41.86	41.17	20.00	10.00	7.78	5.00
9.	Handicrafts Mega Cluster	26.00	24.00	20.22	8.58	8.58	5.56	65.00	50.00	51.52	43.70
10.	Development of other Crafts of J&K	20.00	7.00	3.13	20.00	10.00	6.88	10.00	06.00	0.00	2.00
11.	setting-up of Hastkala Acedamy	30.00	10.00	0.05	50.00	00.00	0.00	1.00	1.00	0.00	5.00
12.	setting-up of 3 Mega Cluster	85.00	18.30	23.18	114.77	109.16	93.13				
	Total:-	332.00	156.3	144.65	327.59	290.60	262.35	219.00	189.00	139.08	167.70

Note :- * Reasons for shortfall are as under.

Non-submission of viable proposals by Implementing Agency in time required for processing the case as per rules.

Delay in settlement of accounts of earlier grants (Pendency of Utilization Certificate),etc.

Proposals not duly recommended by the committee.

All the efforts is being done for achieving the physical target for the year 2016-17.

Statement showing the physical targets and achievements for the last two years

Sl No.	Name of the Scheme/Project/- Programme	Di vis ion	2014-15			2015-16		
			Target	Achievement	Shortfall if any, indicating reasons in brief *	Target	Achievement	Shortfall if any, indicating reasons in brief *
1	2	3	4	5	6	7	8	9
1	Ambedkar Hastshilp Vikas Yojana (AHVY)	HANDICRAFTS	100 new 50 old clusters	Nil	-	120 New Clusters	115 : New clusters approved.	-
2	Design & Tech. Up- Gradation		272 events	302 events 1835 Tool kits	-	274 events	479 : events like Design Development Workshops, Integrated Project Craft, Awareness Programme. 2 : Commercial Market Intelligence	-
3	Marketing & support Services		195 domestic 39 Int.	274 Domestic 64 International	-	(i) Domestic : 217 marketing Events (ii) International – 45 events	Domestic : 224 : Marketing events International : 71 events	-
4	Research and Development		Need based	20- studies 48- Seminar/ Workshops 14 -Brand promotion	-	i. Research Studies ii. Completing of conducting workshop/semin ar, census of handicrafts artisans	26 : Studies/Survey 125 : Seminar/Worksh ops 01 : Registration of crafts under GIA 13 : Brand Building 01 : Comprehensive	-

						handicrafts cluster Dev. Scheme for Moradabad mega Cluster	
5	Human Resource Development		261 program	329 program	-	3 Training through Established Institutions 02 Design Mentorship and Apprentice Programme, Handicraft Training Programme, 120 Guru Shishya Parampara and 20 Training the Trainers. 01 Programme under Training through Established Institutions 04 : Design Mentorship 290 : Training Programme 138 : Guru Shishya Parampara 08 : Training of - Trainers - 311 : Soft Skill	-
6	Welfare Schemes		5.00 RGSSBY 2.00 JBY	RGSSBY - Nil AABY – 43,261 Artisans covered	-	5.00 lakhs artisans under RGSSBY and 2.00 lakhs artisans Aam Aadmi Bima Yojana. Support to 300 Artisans in indigent circumstances RGSSBY : NIL AABY : 188097 artisans covered. 254 Artisans supported in indigent circumstances. Credit Grantee Scheme : 40004 artisans benefitted Issuing of Artisan I Card : 3062	-
8.	Infrastructure (Capital)		9 projects	4 projects + 6 construction/-renovation of	-	13 Projects including New Emporia (A Class City) – Two Urban Haats have been sanctioned at	-

				Office Building		New Emporia rented building Renovation of Emporia – Ware /housing facility – Marketing Hubs in Metro – Design and Craft School – Raw material Bank – Testing Laboratory – Integrated Handicrafts Park -	Mamallapuram (Chennai) and Eluru (Andhra Pradesh) during the 2015-16. Both the projects are under implementation.	
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Note :- * Reasons for shortfall are as under.

1. Non-submission of viable proposals by Implementing Agency in time required for processing the case as per rules.
2. Delay in settlement of accounts of earlier grants (Pendency of Utilization Certificate),etc.
3. Proposals not duly recommended by the committee.
4. All the efforts is being done for achieving the physical target for the year 2015-16.

Office of the Development Commissioner (Handicrafts)
Outlays and expenditure for the handicrafts sector for the year 2016-17

(Rs. In Crores)

Sl.No.	Scheme	2016-17 Financial			2016-17 (Physical) upto Feb. 2017		
		B.E.	R.E.	Exp. (upto Feb. 2017)	% over B.E	Target	Achievement
1	Ambedkar Hastshilp Vikas Yojana (AHVY)	5.00	4.00	1.46	22.00%	163 clusters	130 clusters
2	Design & Tech. Up- Gradation	20.00	20.00	14.09	51.05%	224 programmes	183 programmes
3	Marketing & support Services	56.00	54.00	35.22	48.55%	225 events Domestic and International	230 events Domestic and International
4	Research and Development	7.00	7.00	3.95	46.00%	105 survey studies and workshops	61 survey studies and workshops
5	Human Resource Development	15.00	21.50	12.35	67.53%	279 programmes	382 programmes
6	Welfare Schemes	20.00	9.00	12.71	25.60%	24.00 lakh for ID cards 4.00 lakhs for AABY 2000 Tool kits distribution	2,41,010 for ID cards 87,823 for AABY 2145 Tool kits distributed
7	Package of J&K	-	-		-	-	
8	Infrastructure (Capital)	20.00	12.00	7.78	38.90%	13 projects	2 projects
9	Handicrafts Mega Cluster	65.00	55.00	51.52	79.14%	There is no specific target in handicrafts Mega Cluster	
10	Development of other Crafts of J&K	10.00	2.00	0.00	0.00%	NIL	3 Technical training 3 Design & Product Dev. 4 Market linkages, 1 Common Facility Centres/ Common production Centre in Srinagar.

11	Setting-up of Hastkala Acedamy	1.00	1.00	0.00	0.00%	To set up Hastkala Academy	File is under process for approval of draft note.
12	Setting-up of 3 Mega Cluster					There is no specific target in handicrafts Mega Cluster -	10 Technical training 23 Design & Product Dev. 2 Soft skill trg. Awareness workshop, 4 craft Exchange programme, 12 Market linkages, 11 Common Facility Centres/ Common production Centre in Bareilly Lucknow and Katchh.
	Total	219.00	185.50	139.08	53.05%		

Comparison with Performance during the previous Union government in 2011-14

1. During 2014-17 Special project for Integrated Development and Promotion of Handicrafts has been sanctioned for Tamil Nadu, Jharkhand, Uttarakhand, Kerala, Madhya Pradesh, Arunachal Pradesh, Varanasi (U.P.), Karnataka, Telangana and Bihar States at a project cost of 208.81 crores. Rs. 74.79 has been released. Under These projects Design Interventions, Skill Upgradation training (Soft and Hard) Distribution of Tools, Setting up of Common Facility Centres, and Marketing exhibitions will be undertaken so that the artisans productivity and income gets increases. Under these projects 158805 handicrafts artisans will be benefitting directly and indirectly. No special project sanctioned during the year 2011-14.
2. Under the programme namely **“Linking Textiles with Tourism”** major tourist places are being linked with Handicrafts Clusters and Infrastructure Support combined with Soft interventions are being proposed in such clusters to create awareness, and value-proposition for handicraft items, and also create demand in domestic market, publicity campaign has been initiated. Under this programme Raghurajpur in Odisha has been taken up for over-all development with an sanctioned amount of Rs. 10.00 Crores with release of 6.00 cores under this programme during 2014-15 & 2015-16.
3. The O/o DC(Handicrafts) has sanctioned a craft village at Tirupati (Andhra Pradesh) under linking handicrafts with Tourism at a project cost of Rs. 10.00 crore.
4. Use of “India Handmade Bazar” Direct marketing portal for handicrafts artisans : A producer portal (India Handmade Bazar) has been made to provide direct market access facility to genuine handicrafts artisans and to provide them updated information about handicrafts producers and their products to retail customers, e-commerce players, wholesalers and producers and the same is going to be launched on 29.1.2017 at Shillong during North East Investment Summit. The portal will be extremely helpful for the artisans as well as buyers of Handicraft artifacts.
5. HMOT has launched Nation–wide Artisans I Card camp named ‘Pehchan/पहचान’ from Sant Kabir Nagar on 7th October, 2016 to provide identity cards to handicrafts artisans. This has been initiated by all the 52 Marketing Centre of Handicraft spread over all around the country. These I/cards will be Aadhar linked to avoid duplications of benefits. Through Pehchan the Marketing Offices of Handicraft is also facilitating for the Aadhar number, Life Insurance & Jandhan Account to the Handicrafts Artisans
6. Portal for MIS on NGOs receiving funds in Handicrafts Sector : In addition to registration of NGOs on NITI Aayog Portal, Office of the DC(Handicrafts) has operationalized a comprehensive portal from January 15, 2017 for willing NGOs to apply for empanelment online and if successfully empanelled, to apply for projects under various schemes online. The portal will facilitate user friendly processing of applications and will also enable comprehensive MIS on NGOs participating in various schemes of Office of the DC(Handicrafts).
7. An MoU has been signed between Development Commissioner (Handicrafts), Ministry of Textiles, Government of India and The North Eastern Council (NEC), Ministry of DoNER, Govt. of India with an objective to promote and project the Bamboo & Cane Development Institute (BCDI) and Cane and Bamboo Technology Centre (CBTC) as Centers of Excellence not only in the North East Region but also in South East Asia during the month.
8. An MoU has been signed between, Ministry of Textiles, and National Institute of Design (NID) for Collaboration in the Area of Handloom and Handicrafts sector of North East and Hilly states with an objective of to promote production and marketing of high value good quality

handloom & handicrafts products for increasing earnings of weavers and artisans during the month.

9. A MoU has been signed between Ministry of Textiles, Office of the Development Commissioner (Handicrafts) and National Scheduled Caste Finance Development Corporation & under Ministry of Social Justice and Empowerment with an objective of overall economic upliftment of Handicrafts artisans belonging to SC category in presence of Smt. Smriti Zubin Irani Hon'ble Minister of Textiles. This will further help in taking up more projects for the benefit of SC artisans.

10. A MoU has been signed between Ministry of Textiles, Office of the Development Commissioner (Handicrafts) and National Backward Classes Finance and Development Corporation (NBCFDC) under Ministry of Social Justice and Empowerment with an objective to implement the various activities of Handicrafts in the country for the OBC artisans through eligible field organizations working in States for promotion of handicrafts at cluster level.

Success Stories:-

1. Conferred Handicrafts Awards to 10 Shilp Gurus and 20 National Awardees (including three Women artisans) by Hon'ble President of India on 9th December, 2016 at 6.00 P.M. for the year 2015 at Rashtrapati Bhawan Cultural Centre, New Delhi .





Group Photographs with Shilp Guru and National Awardees for the year 2015.

Hon'ble Minister of Textiles Smt. Smriti Zubin Irani, inaugurated Exhibition of award winning creations of Shilp Guru and National Award artisan for the year 2015 at National Handicrafts & Handloom Museum, Pragati Maidan, New Delhi on 9th December, 2016 at 1.00 P.M.



2. HMOT has launched Nation-wide Artisans I Card camp named 'Pehchan/पहचान' from Sant Kabir Nagar on 7th October, 2016 to provide identity cards to handicrafts artisans. This has been initiated by all the 52 Marketing Centre of Handicraft spread over all around the country.

- These I/cards will be Aadhar linked to avoid duplications of benefits.
- Through Pehchan the Marketing Offices of Handicraft is also facilitating for the Aadhar number, Life Insurance & Jandhan Account to the Handicrafts Artisans
- Total ID cards forms collected as on 28-10-2016 are 1,47,354.



3. Hon'ble Minister of Textiles, Govt. of India Smt. Smriti Zubin Irani inaugurated **Dastkar Chaupal** in Varanasi on **16th October 2016**, the first of its kind initiative launched by Ministry of Textiles, Govt. of India to create massive awareness and sensitization for the development and promotion of handicrafts from Varanasi.



4. Hon'ble Minister of Textiles Smt. Smriti Zubin Irani, inaugurated distribution of artisan I.D. Cards camp (Western Region) coinciding with the thematic exhibition on handicraft products at Ahmedabad Haat, near Vastrapur lake, opp. Shri Arabindo Society, Vastrapur, Ahmedabad, Gujarat on 19th November 2016



5. Hon'ble Minister of Textiles Smt. Smriti Zubin Irani, inaugurated distribution of artisan I.D. Cards camp (NER Region) coinciding with the thematic exhibition on handicraft products at Lamboikhong - Nanghong, Imphal- West Manipur on 27th November, 2016 at 11.30 A.M.



1. Under the programme namely “**Linking Textiles with Tourism**” major tourist places are being linked with Handicrafts Clusters and Infrastructure Support combined with Soft interventions are being proposed in such clusters to create awareness, and value-proposition for handicraft items, and also create demand in domestic market, publicity campaign has been initiated. Under this programme Raghurajpur in Odisha has been taken up for over-all development with an sanctioned amount of Rs. 10.00 Crores with release of 6.00 cores under this programme during 2014-15 & 2015-16.

2. The O/o DC(Handicrafts) has sanctioned a craft village at Tirupati (Andhra Pradesh) under linking handicrafts with Tourism at a project cost of Rs. 10.00 crore. The project includes intervention in the form of Marketing activities including Setting up of Emporia's/way side amenities, Publicity and promotional Activities in collaboration with Tourism department of the respective state. Handicrafts Development activities (Design support, Common Facility Centres & Raw material Bank etc.). Rs. 4.75 crore shall be released before 31st March 2017.

3. Use of “India Handmade Bazar” Direct marketing portal for handicrafts artisans : A producer portal (India Handmade Bazar) has been made to provide direct market access facility to genuine handicrafts artisans and to provide them updated information about handicrafts producers and their products to retail customers, e-commerce players, wholesalers and producers and the same is going to be launched on 29.1.2017 at Shillong during North East Investment Summit. The portal will be extremely helpful for the artisans as well as buyers of Handicraft artifacts.

ANNEXURE-I

HANDLOOMS SECTOR SCHEMES

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Template for provision of information on Key initiatives/Flagship Schemes

1	Name of the Key initiatives/Flagship Scheme	India Handloom Brand
2	Launch Date	07.08.2015
3	Objective(s)	The scheme of “India Handloom” brand has been launched to endorse the quality of the products in terms of raw material, processing, embellishments, weaving design and other parameters besides social and environmental compliances for earning the trust of the customers. The “India Handloom” brand would be given only to high quality defect free product for catering to the needs of those consumers who are looking for niche handmade products. Majority of the stakeholders of the handloom industry are in need of a comprehensive marketing mechanism, which will directly fetch a premium price for the products and enhance the economic condition of the weavers and other stakeholders. The ‘India Handloom’ Brand is aimed at generating a special market space and

		increased earnings to the weavers. Thus the concept of “India Handloom” is to brand the handloom products, which are exclusively catering to the ‘quality’, need of the socio-environmentally conscious consumer.												
4	Target Beneficiaries	Handloom weavers, ancillary workers, manufacturers, exporters												
5	Physical Targets	Nil												
6	No. of Beneficiaries benefitted	50,000 approximately												
7	Achievements (Year wise)	<table><thead><tr><th>S.No.</th><th>Year</th><th>No. of Regns.</th><th>Sale of IHB products</th></tr></thead><tbody><tr><td>1.</td><td>2015-16</td><td>179</td><td>Rs. 15.00 crores</td></tr><tr><td>2.</td><td>2016-17 (till 10.03.17)</td><td>601</td><td>Rs. 84.43 crores</td></tr></tbody></table> <p>Cumulative Achievement of other market support initiatives:</p> <p>No. of IHB Partnership Retail Stores operational : 23</p> <p>No. of modern retail chain stores launched IHB products : 3</p> <p>No. of E-commerce agencies selling IHB/Handloom products: 11 actively.</p>	S.No.	Year	No. of Regns.	Sale of IHB products	1.	2015-16	179	Rs. 15.00 crores	2.	2016-17 (till 10.03.17)	601	Rs. 84.43 crores
S.No.	Year	No. of Regns.	Sale of IHB products											
1.	2015-16	179	Rs. 15.00 crores											
2.	2016-17 (till 10.03.17)	601	Rs. 84.43 crores											
8	Performance in last three years :2014-17 (each year’s budget allocation and achievement)	Funds released for IHB: 2015-16 Rs. 2.04 crores 2016-17 Rs. 6.83 crores												
9	Achievements in terms of individual beneficiaries or physical targets achieved as per the nature of the scheme)	As given at S.No. 6 & 7												
10	Comparison with performance during the previous Union government in 2011-14	Not applicable (since the scheme was launched during 2015-16)												
11	Success Stories preferably Individual Success Stories with photographs video & contact detail of beneficiaries.	<p><u>1. VIJAYALAKSHMI IKAT FABRICS:</u></p> <p>Belonging to a traditional weavers family, Smt. Varkala Vijayalakshmi always carried high aspirations for herself and the community of weavers around her. They were producing all varieties of Ikat fabrics and sell their creations through Dilli Haat and other events & exhibitions. Faced with stiff competitions and small margins, survival and growth became primary challenges to overcome. They were operating over 150 looms and the earning of the weavers was Rs.150 per day for single ikat weaving and Rs.200 per day for double ikat weaving.</p> <p>Then she approached Weavers’ Service Centre, Hyderabad, O/o Development</p>												

Commissioner for Handlooms who inspired her to apply for India Handloom Brand. She utilized the opportunity and applied for registration under India Handloom Brand for Pochampally Ikat Dress Material. Receiving this registration marked a whole new beginning for her venture as she participated in the Trade Fair in Delhi. During the exhibition they got order for 15,000 mtrs from an export house from Delhi. Successful execution of this order paved way for a bigger order for supply of 1 lakh meters by the renowned house BIBA. This order too was met with same excellence. Then followed the repeat orders from BIBA for the products with different colour combinations and designs, opening new avenues of growth for Vijayalakshmi Ikat Fabrics.

With a newfound increase in demand for IHB products, Vijayalakshmi Ikat Fabrics has increased their looms to 200 in Nalgonda district and is extending employment to a large numbers of weavers. The wages for single ikat weaving has increased from Rs.150 to Rs.250 per day and for double ikat weaving from Rs.200 to Rs.400 per day. Fresh generation of weavers is joining the handloom profession now which is a positive sign. There has been an estimated 15% increase looms after they received the India Handloom Brand Registration. The products of Vijayalakshmi Ikat fabrics are gaining an overwhelming response from the markets.



Mrs. V. Vijayalakshmi
Telangana State
Mobile No. 9866085248

Information on Key initiatives / Flagship Schemes

Name of the Key initiative / Flagship Scheme	Concessional Credit Component / Handloom weaver MUDRA Scheme			
Launch Date	December 2011			
Objective(s)	Providing subsidized credit to handloom sector			
Target Beneficiaries	Handloom Weavers involved in weaving activity, Self Help Groups, Joint Liability Groups, Weaver Entrepreneur, Primary Handloom Weavers' Cooperative Societies, Apex Handloom Weavers' Cooperative Societies, Producers' companies/consortia promoted by handloom weavers including those promoted under Group/cluster/Mega Cluster/Integrated (Handloom) Textile Park (SITP) or other schemes of Ministry of Textiles.			
Physical Targets	Year	Number of loans		
	2012-13	160000		
	2013-14	200000		
	2014-15	200000		
	2015-16	200000		
	2016-17	200000		
No. beneficiaries benefited	2,72,962 (upto 31 January, 2017)			
Achievements / Performance in last three years: 2014-17	Year	Number of loans sanctioned	Total amount of loan sanctioned (Rs. in Cr.)	Total amount of loan disbursed (Rs. in Cr.)
	2012-13	53629	171.41	79.83
	2013-14	71643	194.29	146.79
	2014-15	79210	233.53	100.69
	2015-16	51095	159.05	116.54
	2016-17 (upto 31 January, 2017)	17385	89.64	69.66
Comparison with Performance during the previous Union government in 2011-14	Earlier the loans were sanctioned in the form of Weavers Credit Card which was having cumbersome procedure for sanction and disbursal as loans were sanctioned as term loan for which receipt from suppliers were insisted upon by Banks, no debit card was issued and disbursal of loan amount was through Bank branch. Also per capita sanctioned loan amount was less. Now MUDRA platform has been adopted for providing loan to handloom weavers and weavers entrepreneurs. Procedure of loan is simplified as loan are sanctioned as Cash Credit limit. RuPay card are issued to the beneficiaries to withdraw the loan amount up to Rs.50,000 which resulted in user friendly withdrawal of loan amount. By this initiative per capita credit has gone up from			

	Rs.23,000 to Rs.50,000.
Success Stories	3 Success stories attached.

A) Success Story of Handloom Weaver.

- i) Name of the beneficiary - Dasrathi Patra
- ii) Father/ Husband's Name - Benudhara Patra
- iii) Age - 26 yrs.
- iv) Address - At-Sadak Nua Sahi,
PO-Maniabandha,
Dist-Cuttack
- v) Contact No.(Mob.) - 08908626970
- vi) Name of the borrowing Bank- PNB, Maniabandha
Branch
- vii) Amount availed - Rs.50,000/-
- viii) Date of Loan availed - dt.22.12.2015 .
- ix) Details utilisation of funds:-



a) Purchase of yarn	=	Rs.20000 /-
b) Purchase of two looms-		Rs.20,000/-
c) Purchase of accessories-		Rs.5,000/-
d) Other expenditure -		<u>Rs.5,000/-</u>
Total: -		Rs.50,000/-

x) Previous Status of the weaver:-

Earlier the weaver was producing Chagala Saree in a loom under the local Master Weaver. The Master Weaver was supplying him warp & finished tie & dye weft yarn & getting back finished product Saree by paying only the conversion [charges @Rs.220/-](#) per pcs. to the weaver. So the extra benefit and profit goes directly to the pocket of the Master Weaver. The details monthly income of the weaver was as follows:-

- a) No. of Pcs produced in a month = 15pcs cotton Saree
- b) Monthly income Rs.220/- X 15 =Rs.3,300/- per month

xi) Present Status:-

But now he is installing another loom for his family and his brother & father are also engaged for production work. So, he is producing 52pcs. of cotton saree per month in 2 looms. Due to having sufficient raw materials, he is able to maintain continuity of regular processing chain for producing fabrics in time. He is also getting extra benefit by way of own raw materials and owned profit margin. Hence present monthly income of the weaver is as follows:-

- a) Cost of raw materials - Rs.436/-Per pcs. X 52pcs. =Rs.22,672/-
- 2/100 yarn = Rs.296.00
- Art Silk = Rs. 15.00
- Bandha =Rs.75.00
- Dyeing charge = Rs.50.00
- Total** **Rs.436/-Per pcs.**

- | | | |
|------------------------|---------------|--------------|
| b) Sale price of Saree | Rs.750/- X 52 | =Rs.39,000/- |
| c) Net Income | Rs.464/- X 20 | =Rs.16,328/- |

Thus the beneficiary is earning more of Rs.13,028/-per month and maintaining his family livelihood happily. Lastly as per the statement of the weaver, the scheme saves his family from the exploitation of the Master Weaver and also engaged other members of the family. By which he can able to save money for his future life in the **“Mudra Scheme”**.



Dasarathi Patra engaged in weaving



Benudhara Patra ,father of the beneficiary engaged in weaving



Mother of the beneficiary engaged in preparatory work

B) Success Story of a Handloom Weaver.

- i) Name of the beneficiary - Bata Patra
- ii) Father/ Husband's Name - Madan Patra
- iii) Age - 41 yrs.
- iv) Address - At-Maniabandha Sahi,
PO-Maniabandha,
Dist-Cuttack
- v) Contact No.(Mob.) - 08594991556.
- vi) Name of the borrowing Bank- PNB, Maniabandha Branch
- vii) Amount availed - Rs.50,000/-
- viii) Date of Loan availed - dt.22.12.2015 .
- ix) Details utilisation of funds:-



e) Purchase of yarn 2/80s-4bdl@ Rs.1800/-	=	Rs.7200/-
2/100s – 4bdl@Rs.2600/-	=	Rs.10,400/-
f) Purchase of Art Silk & Bandha-		Rs.5,000/-
g) Purchase of one loom-		Rs.12,000/-
h) Purchase of accessories-		Rs.5000/-
i) Purchase of Dobby –		Rs.3000/-
j) Other expenditure -		Rs.7,400/-
Total:-		Rs.50,000/-

x) Previous Status of the weaver:-

Earlier the weaver was working under the local Master Weaver. The Master Weaver was supplying him warp & finished tie & dye weft yarn & getting back finished product saree by paying only the conversion charges @Rs.250/- per pcs. to the weaver. So the extra benefit and profit goes directly to the pocket of the Master Weaver. The details monthly income of the weaver was as follows:-

- a) No. of Pcs produced in a month = 15pcs cotton Saree
- b) Monthly income Rs.250/- X 15 =Rs.3750/- per month

xi) Present Status:-

At present he is producing of 20pcs. of cotton saree per month. Due to having sufficient raw materials, he is able to maintain the necessary regular processing chain for producing fabrics in time. He is also getting extra benefit by way of own raw materials and owned profit margin. So present monthly income of the weaver is as follows:-

- a) Cost of raw materials - Rs.486/-Per pcs. X 20 Pcs. =Rs.9720/-
 - 2/100 yarn = Rs.296.00
 - Art Silk = Rs. 15.00
 - Bandha =Rs.125.00
 - Dyeing charge = Rs.50.00
 - Total Rs.486/-Per pcs.**
- b) Sale price of Saree Rs.950/-X 20 =Rs.19,000/-
- c) Net Income Rs.464/- X 20 =Rs.9,280/-

Thus the beneficiary is earning more of Rs.5,530./-per month and maintaining his family livelihood happily. At last the weaver says that the scheme is very much useful for him. For which he is escape from the exploitation of the Master Weaver by this Scheme.



Bata Patra engaged in weaving



Family member of the beneficiary is engaged in preparatory work

C) Success Story of a Tie & Dye Maker.

- i) Name of the beneficiary - Surendra Mati
 - ii) Father's/ Husband Name - Gurubari Mati
 - iii) Age - 46 yrs.
 - iv) Address - At-Maniabandha Sahi,
PO-Maniabandha,
Dist-Cuttack
 - v) Contact No.(Mob.) - 08908316033.
 - vi) Name of the borrowing Bank- PNB, Maniabandha Branch
 - vii) Amount availed - Rs.50,000/-
 - viii) Date of Loan availed - dt.22.12.2015 .
 - ix) Details utilisation of funds:-
 - k) Purchase of yarn - Rs.25,000/-
 - l) Purchase of Dye & chemicals- Rs.12,000/-
 - m) Purchase of tying Frame- Rs.6,000/-
 - n) Other expenditure - Rs.7,000/-
- Total:- Rs.50,000/-**



x) Previous Status of the beneficiary:-

Earlier the beneficiary was working under the Master Weaver and local merchant. They were supplying him raw material for (weft yarn, tani bandha and anchal bandha) and taking Ikat(Bandha) in exchange of paying him preparation charge @Rs.1200/- per lot (dhada). His monthly income was as follows:-

- a) Capacity of monthly tying & Dyeing - 5 lots (dhada)
- b) Monthly income - Rs.1200/- X 5 = Rs.6000/-
- c) Persons engaged - 2 Persons
- d) Per head monthly income - Rs.3000/-

Further, earlier the weaver was purchasing yarn in high rate from the master weaver or yarn merchant and was exploited by them. The tie & Dye maker was sometimes used to stop his work due to non available of raw materials in time from them.

xi) Present Status:-

Now the beneficiary is working independently and continuously without facing any short of raw materials. He is able to purchase and store huge quantity of raw materials for which he is working regularly and his monthly income is rising up. Presently he is preparing tie and dye yarn 7 lots (dhada). So at present his monthly income is as follows:-

- a) Capacity of monthly tying & Dyeing - 7 lots (dhada)
- b) Monthly income -Rs.1200/- X 7 = Rs.8400/-
- c) Extra Benefit by purchase of bulk raw materials – Rs.2500/-
- d) Total monthly income - Rs.10900/-

Thus the beneficiary is earning more Rs.4900/- per month and maintaining his family livelihood happily and engaging his other family members in the profession. As per his statement, now he is able to save money for his future life in the “**Mudra Scheme**”.



Surendra Mati engaged in Tying process



Surendra Mati engaged in Dyeing the Ikat.



Surendra Mati engaged in Untying process

MAJOR SCHEMES AND INITIATIVES OF THE GOVERNMENT

JUTE ICARE

Template for provision of information on key initiatives / flagship scheme

- I. **Name of the key initiative / Flagship Scheme** : Jute-ICARE (Improved Cultivation and Advanced Retting Exercise)
- II. **Launch Date** : 1st March 2015
- III. **Objective(s)** : Traditional cultivation of jute in India usually results in relatively lower grade of fibre because of the non-scientific agronomic practice adopted by farmers. In India, availability of suitable retting facilities and water scarcity have been resulting in retting in small quantities of water causing the fibre to be of poorer grades. Apart from the poor quality of fibre, the yield had stagnated to around 2 to 2.5 Metric Tonnes per hectare over the last decade. As a result, farmers have been rapidly shifting to other more remunerative crops leading to a rapid decline in area sown under jute. However, modern agronomic practices, with improved and newer retting technologies and engineering inputs in three areas namely

sowing, de-weeding, fibre extraction have been experimented at different locations over the past few years had shown promise, demonstrating that there could be increase in both quality as well as yield of raw jute.

In this backdrop Jute-ICARE (Improved Cultivation and Advanced Retting Exercise) was launched in 2015 to popularize and introduce better agronomic practices and the use of microbial consortium for improved retting in some blocks in West Bengal and Assam. The following are the components of the project:

- (i). **Line sowing of jute** using seed drill instead of broadcasting. CRIJAF noticed an increase in yield by 10-15% and also that it requires less labour for de-weeding and thinning, better management of crop for faster growth and facilitation of post-sowing operations.
- (ii). **Weed management by using wheel hoeing/nail weeder** instead of hand weeding has an important role in increasing the profitability from jute farming by reducing the cost of weeding which is said to be about 35% of total cultivation cost. Both these steps together has the effect of improving the growth of jute plant.
- (iii). **Use of quality certified seeds** particularly the new varieties.
- (iv). **Use of CRIJAF SONA** a microbial consortium to enhance the quality and volume of jute. SONA developed by Central Research Institute for Jute and Allied Fibres (CRIJAF) has proved to be effective in reducing the time for retting to 12 to 13 days from 21-22 days. This also helped in increasing the quantity of fibre yield as well as its quality in terms of grade. CRIJAF has reported an improvement of quality by at least 1 ½ grades.
- (v). The lower cost of cultivation coupled with increase in yield and quality helps farmers fetch a better price for their crop.

IV. **Target Beneficiaries** : To reach directly to the jute farmers through PACs and other village level agencies.

V. **Physical Targets & Beneficiaries benefitted & Achievements (Year wise):**

The details of the physical achievements of Jute-ICARE Project for the crop year 2015 (ICARE-I) and 2016 (ICARE-II) were as follows:

	Particulars	ICARE-I (2015)	ICARE-II (2016)
1	No. of Jute growing block / state covered	4 Blocks under W.B & Assam	14 Blocks under W.B, Bihar, Assam, Orissa, A.P & Meghalaya

2	Land covered(Ha)	12331	26264
3	No. of farmers covered	21548	41616
4	Certified seed provided (in MT)	64 MT	160 MT
5	Seed drill machine	350 Nos.	350 (old) + 100 New = 450
6	Nail Weeder machine	500 Nos.	500 (old) + 200 New = 700
7	CRIJAF SONA	83 MT	273 MT
8	SMS sent to each farmers	46 sets of SMS	52 sets of SMS
9	Sowing & Retting demo	50 Nos.	132 Nos.

VI. Performance in last two years : 2015-17 :

The yield and quality of fibre had a significant improvement with at least 10 to 15% rise in volume and increase in grade by one notch.

VII. Comparison with performance during the previous Union Government in 2011 – 14 :

Not applicable

VIII. Success stories , preferably individual success stories with photographs, video & Contact details of beneficiaries :

Given below.

Success Stories

(i) Jute-ICARE – A success story

Name of Jute Farmer: Aminul Islam Khan S/o Tajem Khan.

Village: Tokipur, PO BagchiJamshedpur, Karimpur-I, NADIA

Phone No : 9733949616



The farmer is a traditional jute cultivator like thousands of others in Nuddea district of West Bengal who on an average was able to fetch 10.5 Qtl of jute per acre which mostly belong to TD5 or lower grade. However, in last few years there is trend of young farmers leaving jute cultivation for better economic prospect of cultivation of other crops like Til/Maize etc. Last year he has registered for adopting new technique in jute cultivation through the Integrated Cultivation and Advance Retting Exercise Scheme (ICARE) and registered with PACS (Primary Agriculture Cooperative Society) for the same.

Under the ICARE scheme the National Jute Board provided training to the farmers and use of modern technique like

- i. Seed Drill for line sowing,
- ii. Nail Weeders for weed management

iii. Certified Jute Seeds

iv. Retting with microbial consortium (CRIJAF Sona)

v. Bulk SMS to farmers about new technology, advanced retting technique with CRIJAF Sona weather forecast, pesticides, herbicides etc.

Mr. Khan underwent the training programmes keenly and followed the bulk SMS and adopted the techniques of the Jute ICARE programme. The results which he got by adopting Jute ICARE programme are as under:

1. Yield was to the tune of 12 Qtls per acre which is an increase of almost 14% over his average yield of previous years.
2. There was an improvement of one grade in quality of jute fibre.
3. He saved 24 man days of labour per acre by using seed drills and nail weeders

Thus by adopting modern agronomic practices and use of CRIJAF Sona under the Jute ICARE programme, he not only reduced the cost of production but also got more and better quality yield. In monetary terms his earnings increased by Rs 7500/-.



Using Seed Drill Machine



আমি আমিনুল ইসলাম বিগত ২ বছর ধরে জুট আই কেয়ারের সদস্য। কৃষি বৈজ্ঞানিকদের মতে পাট চাষ করে আমি লাভবান হয়েছি। লাইনে পাট চাষ এবং নেল উইডার দিয়ে নিড়ানি করার প্রায় ১৫০০/- টাকা বিঘা প্রতি খরচ কম হয়েছে। ক্রাইজাক সোনা ব্যবহার করে প্রায় সোনালী রঙের পাট পেয়েছি। পাট চাষ যে লাভ জনক হতে পারে অহিকৈয়ারের মাধ্যমে তার প্রমাণ আমি পেয়েছি।

AMINUL ISLAM
MOB- 9733949616
Karimpur Nadia

আমিনুল ইসলাম
মোঃ ৯৭৩৩৯৪৯৬১৬
করিমপুর, নদীয়া।

আমি দিনহাটা জে.সি.আই-এর মাধ্যমে ন্যাশনাল জুট বোর্ডের আই কেয়ার প্রোগ্রাম-এর কথা জানি এবং তার সদস্য হই। পাট বীজ এবং তা বোনার জন্য সিড ড্রিল এবং নিড়ানির জন্য নেল উইডার পাই। কৃষি বৈজ্ঞানিকদের কথা মতো লাইনে পাট চাষ করি। জে.আর.ও-২০৪ পাট বীজ জমিতে লাগাই। পাটের ফলন খুব ভালো হয়েছে। মোবাইলে বিভিন্ন সময়ে বিভিন্ন তথ্য এন.জে.বি থেকে এস.এম.এস. দ্বারা জানতে পারায় খুব উপকৃত হয়েছি। আশা করি এই নতুন পদ্ধতিতে চাষ করে চাষের খরচ কম হবে এবং ফসলও ভালো পাওয়া যাবে।

Dinesh Ch. Roy
MOB- 9933674097
COOCHBEHAR

দীনেশচন্দ্র রায়
মোঃ ৯৯৩৩৬৭৪০৯৭
বামনহাট, কোচবিহার



আমি একজন পাট চাষি। জে.সি.আই-এর মাধ্যমে জুট আই কেয়ার প্রোগ্রাম-এর সাথে যুক্ত হই। কৃষি বৈজ্ঞানিকরা আমাকে লাইনে পাট চাষ করতে উৎসাহ দেন এবং নিড়ানি মেশিনের সাহায্যে অত্যন্ত কম খরচে কিভাবে চাষ করা যায় তাও শেখানো হয়। আমি সিড ড্রিল ও নেল উইডার ব্যবহার করে পাট চাষ করেছি। পাট চাষের খরচ অনেকটাই কমেছে। পাট বর্তমানে খুব লম্বা হয়েছে। আশা করি ভালো ফসল পাবো। মোবাইলে মাঝে মাঝে পাট চাষের বিভিন্ন তথ্য পাওয়ায় চাষ করতে অনেক সুবিধা হয়েছে।

Tirthankar Ghosh
MOB- 9733061961
NADIA

তীর্থঙ্কর ঘোষ
মোঃ ৯৭৩৩০৬১৯৬১
কাঁঠালবেড়িয়া, বেথুয়াডহরী, নদীয়া

কৃষি সমবায়ের মাধ্যমে ন্যাশনাল জুট বোর্ডে জুট আই কেয়ার প্রোগ্রাম-এর কথা জানতে পারি। জে.সি.আই. আমাকে সদস্য করেন। জে.সি.আই থেকে স্বল্প মূল্যে জে.আর.ও ২০৪ পাট বীজ ও তা বোনার জন্য সিড ড্রিল এবং নেল উইডার মেশিন দেওয়া হয়। কৃষি বৈজ্ঞানিকদের কথা মতো লাইনে পাট চাষ এবং নেল উইডার দিয়ে নিড়ানি করি। পাটের বীজ কম লাগে এবং নিড়ানির খরচও কম হয়েছে। মোবাইলে বিভিন্ন তথ্য এস.এম.এসে পেয়েছি এবং তা উপকারে লেগেছে। পাট পচানোর জন্য ক্রাইজাক সোনার ব্যবহারও বৈজ্ঞানিকরা শিখিয়েছেন। পাট বীজের মান খুব উন্নত এবং গাছ ও ভালো হয়েছে। পাট চাষে নতুন করে উৎসাহ পাচ্ছি।

Goutam Das
MOB- 8927263102
Dinhata.

গৌতম দাস
মোঃ ৮৯২৭২৬৩১০২
রইয়ার কুঠি, দিনহাটা।

