COMPONENTS OF THE SGSY PROJECT

Survey

The survey will focus on collection of data relating to production infrastructure and facilities including marketing, available around the project area, type of fabrics produced prior to FDS scheme with technical details such as length and width, warp and weft counts, reed and picks per inch, dyes, colours and chemicals used, existing pre and post loom operations including sizing, bleaching, dyeing, finishing, etc., requirements of the export and domestic market.

Design & Product Development

After the selected designers are exposed to one week's orientation programme to equip them with the details of the market survey conducted, design and product requirements of the society, training needs of the selected weavers and their work obligations will be identified.

Wherever required, the services of a Handloom Technician with the knowledge of conversion of the paper designs into graph designs and converting the same to the fabrics on to the loom, will be utilised.

Based on the area of operation of the society and potential of the members design and product development for the SHG/Society will be undertaken. These will be in the categories such as home-furnishings, dress materials and ethnic fabrics with traditional designs. The untapped export potential of home furnishing section will be emphasized under this component by encouraging some of the selected societies to take up in a big way the production of furnishing materials such as bed linen, kitchen linen, table linen, bath linen, durries, curtains, floor covering and other upholstery products. The vast dress material potential both for men’s and women’s wear will be explored to the fullest extent by exhorting the implementing agencies to convert their production base from common varieties such as sarees and dhotis to Dupattas, Stoles, Yardage materials etc.

Over the years, market has completely undergone a change because of several factors including the international influences in the domestic market and handlooms are no exception in this regard. Hence, the age-old system of traditional colours and combinations adopted by the weavers themselves are not finding adequate demand in the market.

Since emphasis is also given not only to produce handloom fabrics with value addition but also for the export market, it is therefore emphasized that a regular and scientific intervention for the introduction of new designs and colours have to be taken up on a continuous basis. As is the common knowledge the export market has become far more scientific with the international forecast and colour, textures, style etc., required for various markets like USA, European market, South Asian Market, etc. Accordingly, when the production of exportable varieties of fabrics is taken up, these factors have to be taken into consideration in the handloom sector as well. Further, the colour, texture and designs also vary depending upon seasonal requirements like summer, winter and fall collections and are observed even in the developing countries. Mostly these forecasting services are made about two years in advance and accordingly the productions are undertaken, fashion shows are organized and the market is influenced by these developments and publicities for the off take of these fabrics which are mostly confined to ready made garments. It is therefore suggested that the design intervention should be made on a scientific basis particularly
for the high cost varieties so as to have a better feel on the fabric and consequently ensuring better earning capacity for the handloom weavers to sustain them to earn their livelihood.

Lead Designer team will provide the inputs in these areas. As has been discussed above, even the domestic market also gets influenced by these international forecast services and different designs, varieties and colour combinations are required for rural, urban and metro market which are to be carefully planned while taking up of production planning in the handloom sector.

Training of Weavers

After the workshops hands on training will be conducted. The focus of the workshop is to change the mindset of the weavers and sensitize them to market needs and demand of the customer especially product requirement, based on fashion forecast, colour interpretation and new motifs that are trendy and attractive.

The project provides for suitable stipend to the weavers during the training under the scheme. The period of training in the difference trades like weaving, dyeing and finishing etc., should be decided by the implementing agency.

The actual up gradation of skills will come through working on new designs and products on the upgraded looms.

Where required, subject to availability of resources under the design component or inclination of the part of implementation agency to go in for Computer Aided Design (CAD) intervention, Chennai Technical Consultancy Cell, will be making arrangements for exposing some selected skilled weavers to advance training.

The Lead Designer will be coordinating the implementation of Design Development activities and translation of the selected designs on to the looms. The Design Coordinators will be exposed to a Fortnight Training Module designed in consultation with Weavers’ Service Centre and will be conducted by the Design Studio of NIFT, Hyderabad.

Skill Upgradation

With a view to ensure better production flow, better quality and better productivity for effective price competitiveness of the exportable products, up gradation of the skills of weavers is necessary. The products quality can only be ensured, while expert weaver is producing the same. Therefore, a comprehensive training program for the selected weavers is necessary so as to acquire expertise in weaving even the specific design products. Programme also provides necessary training to the weavers to upgrade the skill in weaving by using Jacquard, Dobby etc., which they are not using at present in their production. The use of additional accessories on the loom and also by way of training to the selected weavers under the scheme, many new designs/patterns can be introduced, which may be well accepted by the overseas buyers.

The weavers will also be exposed to the Computer Aided Design (CAD) system to impress upon them as to how the very look of the design changes if colours are changed with minimum change of design so as to suite the market requirements. The exposition to the Information Technology to the selected weavers will also go a long way in making them design, colour and
quality conscious. It is proposed, setting up of an Exclusive “Design Cell” to continuously provide design and colour combinations as per fashion forecast and also a weaving lab with 25 tabletop looms that will produce swatches of fabrics as per design to facilitate weavers to adopt the same without much difficulty.

The services of national and internationally renowned Designers could be availed under the Freelance Designers Scheme or under the Handloom Export Scheme or under DDHPY Scheme.

**Emphasis on Export market for select societies**

There is untapped export potential at every stage of the value chain like fabric, made-ups and garments including the hand-woven fabrics. The Department of Handlooms and Textiles will identify a couple of societies from these (13) districts in the state which can be expected to produce exportable varieties such as dress materials, furnishings, ethnic fabrics, napkins, towels, table mats, pillow covers, etc. To facilitate this, an Export Display Centre for exportable varieties of handlooms. The launching of a web site is also being proposed as a step in the right direction. The renowned traditional varieties of the State could be promoted for exports initially through the Services of HEPC. The existing enforcement staff can be redeployed for promoting exports from these identified societies for which one needs to (i) Register with HEPC, (ii) patent the product they are manufacturing, (iii) work on product diversification to prepare products for the export market exclusively and (iv) organize Buyer-Seller meets.

As already discussed, a little product diversification with specialization in the areas of kitchen line, table linen, floor coverings and bed linen will have to be undertaken under the guidance of marketing specialists for value addition in the export areas. Training will be given for this to the female family members of the weavers or other interested women in the areas surrounding the furnishing production.

**Technology up gradation**

Modernisation by way of installation of Jacquard, Dobby and necessary replacement of the other technical devices like installation of automatic take-up motion, are also advisable for ensuring better quality products and enhancement of productivity of the loom, to serve the purpose of the implementing agency, as also the weavers, who will be able to ensure better wage earning per day.

**Entrepreneurship Development**

The Project will also ensure participation of the each SHG in at least one National level fair during the project period.

The weavers will produce samples, which will be exhibited at Buyer Sellers meet, fairs and exhibitions like Hemtexile, Textiles India etc. Based on orders weavers will produce in quantities and supply not only to buyers directly but also explore possibilities for export potential.
**Infrastructure Development**

The processing sector determines the core product value, product quality and has tremendous scope for innovations and control over the final output. Unfortunately, this sector in these areas is highly fragmented and can broadly be divided into 4 segments.

- Hand processing units
- Hand processing units with certain power exemptions
- Independent power processing units
- Processing units attached to composite or semi composite mills.

Technology level is quite low and primitive in a majority of the units and the production is substandard and unsystematic. The culture for quality and improved work practices is almost absent. This has to be altered in order to give the fabrics acceptability in export markets.

**Exclusive training for Women on made ups**

The Project also proposes a forward integration by training around 4500 women in these 13 districts in tailoring which will result in value addition apart from providing entrepreneurial skill in rural women. The women with basic skills of tailoring will be selected and trained for three months and later linked to banks for financial support to establish themselves as entrepreneurs. These women in groups of ten may form a co-operative manufacturing unit in the villages to take up developing home furnishings, made ups, etc.

The Project proposes to setup 13 training centres in the identified districts to take up structured training of women from weaver’s family who will augment the family income on successful completion of training.

**Trial Production & Test Marketing**

The trial production of the approved designs will be made by the implementing agencies under the supervision of the Lead Designer. The required raw material like yarn, dyes, chemicals, zari, etc., shall be supplied by the implementing co-operative societies from their own resources, the fabrication and conversion charges also have to be borne by the respective society.

An Exhibition of trained products at the District level may be organized by the Department to gauge the response of the market to the Design and Product diversification efforts. This will be a prelude to the trial production orders and with a view to further scrutinize the trial production exercise before undertaking mass production.

**Marketing Arrangements**

While finalizing the design and product development itself, the project will take care that the Societies will produce only such varieties which will have ready market acceptability not only in the district but also at the State and National Level Handloom, markets.
A State level Buyer-Seller Meet will be organized at the end of the project period, where an exhibition of all the fabrics with new designs and products developed under the scheme will be organized for display and for booking orders.

**Quality Control and Documentation**

- Packaging
- Labeling
- Quality listing
- Standardization
- Marketing

**Conclusion**

The crisis in rehabilitation of the weavers sectors needs urgent attention and concerted steps are required to evolve a short term as well as long-term strategy to tackle the situation. The State Government is committed to the welfare of the weavers’ community and would leave no stone unturned to mitigate their problems. A comprehensive rehabilitation package for the weavers in distress and a detailed revival plan such as this under SGSY, with the support from Government of India could greatly motivate the weavers from moving away from producing low cost varieties to market focused value added products that can make each of the 1200 odd SHG’s being covered under the plan a very vibrant group. This project has immense potential for bringing a marked change in the Handloom sector in the State of Tamilnadu and cause a very definite upward move in the economic conditions of the Handloom weavers weaving FDS.

**SGSY Benefits through 5 Years of Progression**

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<th>Components</th>
<th>Amount in Lakh (Rs.)</th>
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<tbody>
<tr>
<td>Current Asset Value</td>
<td>496.48</td>
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<tr>
<td>Additional Asset Creation through SGSY</td>
<td>980.00</td>
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<tr>
<td>Savings Available Among The Group</td>
<td>1,188.72</td>
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<tr>
<td>Current Turnover Of The Group</td>
<td>7,841.34</td>
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The savings mentioned above is accrued by way of weaver contribution of 8 paise per rupee of wages earned by the weaver and State and Central Government’s contribution of 4 paise each per rupee of wages earned by the weaver under Savings and Security Scheme. The amount is deposited into the Government Account. It cannot be accessed by the weaver and can be withdrawn by the weaver only after his/her retirement from the society.

The current turnover of the society is exclusively due to the production and sales of low cost sarees and dhoties under Government Scheme. Out of 350 societies involved in the low cost Sarees and Dhoties Scheme, 90 societies are running on very marginal profit ranging from Rs. 500 upwards. The rest are incurring loss.

The current assets value is worked out taking into account the value of the type of looms possessed by the weavers.
The skill upgradation and loom through the SGSY is expected to enhance productivity by an average of 15% per annum and also the earnings by 25% in view of the value added products to be produced. The products produced post the SGSY period would be high value products too that will be directly tied up for marketing with large retail chains and exporters of repute. This will totally eliminate the dependency gradually over 3 years time on the State Government support for procurement of the goods produced. The asset creation done will ensure that the Design Cell so created will ensure supply of designs to weavers for next five years so that they stabilize and achieve sustainability.

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<tr>
<td>Amount in ₹ Lakhs</td>
<td>9,072.55</td>
<td>10,887.06</td>
<td>13,608.82</td>
<td>17,011.03</td>
<td>21,263.79</td>
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