PROJECT CONCEPT

Concept

The designs will be bifurcated into 4 categories namely:

- Ethnic Wear & Dress Material
- Home Furnishing and Upholstery material
- Made ups
- Sarees with thematic inspiration

The project will assist the Handloom Commissioner to enter into an MOU with select Retail Chain Stores like Shoppers’ Shop, Lifestyle, Pantaloons, Bombay Stores and Westside to manufacture and supply exclusive handloom fabrics for ethnic wear and casual wear segments of retail chains.

The Estimated consumption of these retail chains in respect of handloom fabrics is placed at approx. Rs. 200 crores per annum. Even aiming at 25% of this handloom fabrics segment can give Rs. 50 crores turn over which can be committed by these retail chains. It is also suggested that having MOU with Designer Stores in India such as Bombay Stores, Sheetal in Mumbai, Folio in Bangalore, Neeru’s in Hyderabad and Kalanjali Hyderabad who could contribute up to Rs. 20 crores off take in Handloom.

These 50 designers will work under five design coordinators preferably NIFT/NID trained, who will co-ordinate the entire design development and commercial production of approved designs. This will be under the overall supervision and control of a lead designer preferably NIFT/NID trained. These professionals under 5 Design Coordinators and a Lead designer will be appointed by NIFT for facilitating, coordinating, supervising and executing the project.

Monitoring Committee

The commissioner Handlooms and Textiles, the Director of Rural Development, and the Managing Director, CO-OPTEX will monitor the progress of the project.

Advisory Committee on Designs

An advisory committee will be constituted consisting of 3-4 professionals and a representative of Commissioner of Handlooms and Textiles. The Committee will meet initially at the beginning of the project and on completion of every phase, i.e., first will be on the 50th day of the commencement of the project.