STRATEGIES FOLLOWED IN THE PROJECT

Strategy for Revival of the Weavers of the erstwhile FDS Scheme

The diagnosis of the areas of concern of naturally followed up by remedial measures most important of which are

- Training
- Skill up gradation
- Technology up gradation
- Capacity Building
- Entrepreneurship development
- Infrastructure development

The Basic assumptions for the revival strategy are

1. To produce commercially viable products
2. Building a strong brand and promoting a concept that can give better wages to weavers
3. Emphasis on professional management of the society
4. Training of the key members of the SHG in finer traits of Marketing, Finance and Packaging which will make the group sustainable in the long run
5. Strategic tie-ups with Retail Chains such as Shoppers’ Stop, Lifestyle, Pantaloons, Westside etc., to ensure a firm off-take commitment and other export agencies
6. Emphasis on market intelligence and Research including seasonal colour forecasting concepts to suit the international and domestic markets.
7. Stress on human resource development and weavers training programmes so as to achieve competitiveness and face the global competition by 2005
8. Networking of SHG manufacturing similar varieties to work together and ensure no duplication of products and instead spread the varieties beneficially among the group and also participate in exhibitions and Fairs collectively
9. Deal with vendors collectively to get better price and bargains on the procurement front too.

The Project envisages implementation in three stages:

1. In the primary stage, training would be imparted to select Weavers Co-operative Society Weavers at the cluster level in Virudhunagar District and adjoining areas (14 to 15 clusters initially). Weaver will be sensitized on the need for design developments and product diversification to meet the market demand as well as reach sustainability. The training will take into consideration the existing infrastructure and also plan for
technology upgradation in a phased manner linking banks with SGSY subsidy under Group Loaning Scheme.

2. The Weavers will produce samples, which will be exhibited at Buyer Sellers meet to be organized.

3. Simultaneously at the cluster level, training centres would be established with the infrastructure of SGSY Special Project and training would be organized in advanced courses in Home Furnishing and Made-ups besides fabric dyeing and printing including block printing etc. The groups, which have already undergone training in basic sewing, will be identified and trained in these centres and such groups would be linked with banks with SGSY subsidy.