STATUS

SGSY SPECIAL PROJECT FOR THE UPLIFTMENT OF
HANDLOOM WEAVERS IN TAMILNADU

Through Design Development and Product diversification

for group of Weavers co-operative Societies of Virudunagar district & adjoining areas

Inauguration:

The Project was inaugurated and launched on 22.12.2003. The total Project cost is Rs.2530.36 lakhs.

To implement this Project, the following team had been selected:

- Lead Designer - 1
- Coordinators - 5
- Designers - 50

The Designers consist of Technicians from IIHT/DKHT and Artists from College of Arts. The Technicians work at District level by imparting training to the weavers at their homes. The Artists produce the Designs in the form of Art works at Design cell in Chennai, keeping in mind the colour forecast for implementation at the field level.

The Coordinators who oversee the work of the designers and as well as act as link between ADH&T Office, the Societies and the Lead Designer.

The Lead Designer is in charge of over all implementation of the Project.

Motivation Programme:

In the primary stage, Motivational training has been imparted to the selected members of the Weavers Cooperative Societies in Viruthunagar, Nagercoil, Namakkal and Vellore districts. In this programme, weavers were sensitized on the need for design development and product diversification to meet the market demand as well as to reach sustainability. During the training, the plan for technology upgradation of their looms to suit the production of the diversified products has also been emphasized.

Design Development:

For Design development, the following Infrastructure facilities have been provided:

1. Design studio - Art Tables and accessories are provided for the Artists to create Art works for the Fabric Designs.
2. Weaving studio - 25 Table Top looms are installed to convert the Designs into actual swatches.
3. CAD/CAM Centre - 30 Computers with networking have been Provided.
Weavers skill up-gradation:

Based on the area of operation of the weavers' cooperative society and potential of the weavers, the design and product development is undertaken. These are in the categories such as home-furnishings, dress materials, ethnic fabrics with traditional designs etc.

A comprehensive training programme for the selected weaver is imparted so as to acquire expertise in weaving the above types of products for 45 days including the pre-loom process. The programme also provides necessary training to the weavers to upgrade their skill in weaving by using Jacquard, Dobby etc. which they are not using at present in their production.

Each and every weaver identified, is being given training to weave the above types for 45 days in his/her home, including the pre-loom process.

As on 31.3.2007, the trained weavers are 11,620 as follows:

<table>
<thead>
<tr>
<th>SI. No</th>
<th>Name of the District</th>
<th>No. of weavers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Virudhunagar</td>
<td>4435</td>
</tr>
<tr>
<td>2</td>
<td>Nagercoil</td>
<td>2042</td>
</tr>
<tr>
<td>3</td>
<td>Tiruvallur</td>
<td>676</td>
</tr>
<tr>
<td>4</td>
<td>Namakkal</td>
<td>1153</td>
</tr>
<tr>
<td>5</td>
<td>Salem</td>
<td>613</td>
</tr>
<tr>
<td>6</td>
<td>Vellore</td>
<td>518</td>
</tr>
<tr>
<td>7</td>
<td>Theni</td>
<td>1091</td>
</tr>
<tr>
<td>8</td>
<td>Kancheepuram</td>
<td>293</td>
</tr>
<tr>
<td>9</td>
<td>Tiruvannamalai</td>
<td>136</td>
</tr>
<tr>
<td>10</td>
<td>Cuddalore</td>
<td>93</td>
</tr>
<tr>
<td>11</td>
<td>Tirunelveli + Tuticorin</td>
<td>570</td>
</tr>
<tr>
<td>Total Weavers</td>
<td></td>
<td>11620</td>
</tr>
</tbody>
</table>

Technology Up-gradation:

Many new designs and patterns can be introduced by the use of additional accessories on the loom, which is well accepted by the overseas buyers. Modernisation by way of installation of Jacquard, Dobby and necessary replacement of the other technical devices like installation of automatic take-up motion is being done for ensuring better quality products and enhancement of productivity of the loom to serve the weavers who will be able to ensure better wage earning per day.

So far 11,620 looms have been up-graded by purchasing and supplying new accessories and in many cases the entire loom has been replaced by new/old looms.

Purchase of Yarn:

Regarding the yarn required for the training, the original plan was to get the required yarn from the concerned Handloom Weavers Cooperative Societies to the weavers. But as most of the Societies were functioning with great financial constraints, they were not in a position to purchase yarn required for Training.
As yarn is the main criteria for this training, it is being purchased from the Project funds for which no allocation was provided. Hence, provision has now been made for yarn purchase from the Project funds.

So far, 82.04 MTs of yarn worth Rs.209.00 lakh have been purchased and supplied to the Weavers in all the Districts.

Conversion of fabrics into value added products:

The fabrics produced out of this project are being converted into value added products. It is being done through surface ornamentation such as embroidery, different kinds of embellishments etc.

7 tailors are engaged for this purpose. The products were displayed in so many Exhibitions including the SARAS mela organized by Rural Development Department, Government of India, in Pragathi Maidan, New Delhi. The dignitaries, Govt. officials and visitors who have visited the stall have appreciated the work done by the team and are happy on the progress of the project.

Now, our products are displayed in the Display Hall of our project office at CO-OPTEX.

Creation of Additional Employment:

When the Project was formulated, it was planned to create additional employment by giving Tailoring Training.

But, after the experience in the field, it was seen that there was a great reluctance from the weavers to send their women family members for training to another village and they felt that the tailoring training had to be given in their house or within a short distance. Also, there was no wage component allotted for this training. Hence, they were reluctant to come forward.

This is a good training programme for the women in rural areas if it is looked into as a special project and not clubbed with the weavers training programme.

Asset Creation:

In the project, it was planned to create two Common facility centres with environment and pollution control systems on "pay and use" basis to encourage the weavers to avail all facilities in a localized area without having to go to different places for different things.

For this, site is identified and the work is in progress.

Marketing:

a) Swatch Preparation:
Documentation of Fabrics produced during the training has been done by preparing swatches with colour and technical specifications.

b) Branding:
M/s. O & M Advertising Agency, has developed brand name “IZHAI” for the products of SGSY by having Focus group discussions in four different centres to understand the concept of Handlooms and its heritage. All those discussions have been recorded audio- visually.

c) Brochures:
Brochures have been designed and developed so that the ideology and achievement of the project can be shown to Dignitaries and leading Exporters etc. to fetch market.

d) Market tie-up:
The main objective of this market tie-up is to facilitate for marketing the entire range of products of the Handloom societies under SGSY project in India & abroad and to develop a strong network of dealers / distributors in India and abroad.

To fetch good value for our products, it is important to tap the markets in urban areas. There is an increasing trend towards urbanization in the country along with a change of consumer tastes and demands. The goods in demand could be in the primary sectors or otherwise. An analysis of these urban markets would reveal the consumers’ preferences and the potential for the rural entrepreneurs.

There is a good potential for value added items, such as cleaned and packaged food items, processed fruits and vegetables etc. The emerging urban markets can be a good area for developing clientele for the rural products. Provision of marketing infrastructure in these areas can go a long way in enabling the rural poor to market their goods and at the same time building an identity for the products.

The marketing of goods requires an Intermediary agency. This can be in the Governments, non-governmental or private sector as per the Project’s policy.

For this, the CO-OPTEX has been approached, which is already serving as the Apex marketing body for the Weavers’ Cooperative Societies in Tamilnadu.

In the survey conducted earlier, it has been noticed/observed that in all over India, the name CO-OPTEX immediately depicts the Handlooms in Tamilnadu i.e. the public have an opinion that Tamilnadu Handlooms means CO-OPTEX. Hence, the Handlooms seem to go side by side with CO-OPTEX. So, at this juncture, using this imagery is felt to be the best way to go about the Marketing of products of “IZHAI” developed in SGSY project.

**Financial Position:**

Under this Project, a sum of Rs.579.02 lakh (Government of India share Rs.434.37 lakh and State share Rs.144.65 lakh) has been released in the 1st installment and again a sum of Rs.579.02 lakh has been released in the 2nd installment. The entire funds released in 1st installment have been spent and in the 2nd installment’s release, Rs.489.58 lakh has been spent as on 30.10.2006.

**Conclusion:**

The responses from the weavers in all the 13 Districts are overwhelming. Tamilnadu will become model state for Handloom weavers, if this project is completed successfully with all the items covered in the Project.
## Comparison of Wage Earnings per Weaver

<table>
<thead>
<tr>
<th></th>
<th>Existing Scheme</th>
<th></th>
<th>Post-skill up-gradation</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Saree</td>
<td>Dhoti</td>
<td>Saree</td>
<td>Furnishing</td>
</tr>
<tr>
<td>Prodn. per day</td>
<td>8.00 to 10.00 Mts.</td>
<td>5.00 to 7.00 Mts.</td>
<td>3.50 Mts.</td>
<td>6.75 Mts.</td>
</tr>
<tr>
<td>Wages per Mtr.</td>
<td>Rs.9.00</td>
<td>Rs.11.50</td>
<td>Rs.37.60</td>
<td>Rs.21.65</td>
</tr>
<tr>
<td>Per day Income</td>
<td>Rs.72.00 to Rs.90.00</td>
<td>Rs. 57.50 to Rs.80.50</td>
<td>Rs.131.60</td>
<td>Rs.146.14</td>
</tr>
<tr>
<td>Monthly Income</td>
<td>Rs.2160.00 to Rs.2700.00</td>
<td>Rs.1725.00 to Rs.2415.00</td>
<td>Rs.3290.00</td>
<td>Rs.3654.00</td>
</tr>
</tbody>
</table>

**SGSY Weavers, weaving open market products at present in Virudhunagar District**

### Wage Earnings per weaver

<table>
<thead>
<tr>
<th></th>
<th>Saree (40s count)</th>
<th>Saree (60s count)</th>
<th>Mats</th>
<th>Table Runner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prodn. per month</td>
<td>30 sarees</td>
<td>25 sarees</td>
<td>60 dozens</td>
<td>250 units</td>
</tr>
<tr>
<td>Wages per unit</td>
<td>Rs.80.00</td>
<td>Rs.90.00</td>
<td>Rs.45.00 per dozen</td>
<td>Rs.11.00</td>
</tr>
<tr>
<td>Monthly Income</td>
<td>Rs.2400.00</td>
<td>Rs.2250.00</td>
<td>Rs.2700.00</td>
<td>Rs.2750.00</td>
</tr>
</tbody>
</table>