**Objective** | Upliftment of FDS Handloom Weavers  
---|---  
**Sanctioned** | September’2003.  
**Project Duration** | 5 years. Extended up to March 2009 by Government of India. Further extension upto March’2010 is awaited.  
**Project cost** | Rs.25.31 crores. Government of India – 75% Govt. of Tamilnadu - 25%  
**No of Beneficiaries** | 16000 Weavers  
**No of Districts covered** | 13 districts of Tamilnadu. Vrudhunagar, Theni, Tiruvallur, Vellore, Namakkal, Nagercoil, Tirunelveli, Salem, Villupuram, Cuddalore, Nammakkal, Tiruvannamalai and Kancheepuram  
**Implementing Agencies** | 1. Department of Rural Development  
2. Department of Handlooms and Textiles  
**Nodal Agency** | Project Officer, DRDA, Viruthunagar  
**Committees formed** | 1. Monitoring Committee headed by DH&T  
2. Review Committee headed by RD Secy.  
**Funds released** | GOI : Rs.10.73 crores  
TN : Rs.3.58 crores  
**Funds available (31.03.2009)** | Rs.160.00 lakh  
**Weavers Trained** | 12,506 weavers with 26,237 designs.  
**Brand Name & Marketing Agency** | IZHAI, CO-OPTEX  
Project Activities:

1. Design Team:
   To implement this Project, a design team with 50 Designers was selected by the Director of Handlooms and Textiles.

2. Motivation Programme:
   Motivational training has been imparted to the selected members of the Weavers Cooperative Societies in Viruthunagar, Nagercoil, Namakkal and Vellore districts.

3. Design Development:
   For Design development, the Infrastructure facilities such as Design studio, Weaving studio, CAD/CAM Centre have been provided.

4. Weavers skill up-gradation:
   In all the identified 13 Districts, 12,506 weavers have been imparted Training utilizing 26,237 Designs.

5. Technology Up-gradation:
   Additional accessories for the looms according to the Designs and modernisation by way of installation of Jacquard, Dobby and necessary replacement of the other technical devices like installation of automatic take-up motion had been done to 12506 looms.

6. Associated Activities:
   Apart from training of Weavers, as envisaged in the Project, the following associated activities are also carried out as a part & linkage of marketing activities of SGSY products.
   a) Swatch Preparation:
      Documentation of Fabrics produced during the training had been done by preparing swatches with colour and technical specifications.
   b) Branding:
      A brand name “IZHAI” was developed for the products of SGSY.
   c) Brochures:
      Brochures have been designed and developed.
   d) Development of Portal Design for SGSY special project:
      Portal Design for the project has been designed and uploaded in TN Government website in the address of www.izhai.tn.gov.in
   e) Documentary film on the Project:
      A Documentary film titled “Oru Izhayin payanam” (Journey of a Thread) has been produced at a cost of Rs.30.00 lakh, by NFDC.
f) **Inventory of the Products:**

The products produced out of training have been collected and kept in Cooptex Godown. Inventory list of the products had been prepared, by listing out Design Code, Costing, Length etc., for all the products. Thus all the products are encoded.

g) **Market tie-up:**

The Marketing activities are entrusted with the CO-OPTEX.

h) **IZHAI Show Room:**

An exclusive air-conditioned showroom for “IZHAI” products was declared open by the Hon'ble Local Administration Minister on 19.03.2008. So far, Rs.16.00 lakh of goods have been sold through this outlet.

7) **Restructuring of the Project:**

In the SGSY Monitoring Committee Meeting held on 30.01.2009, it was decided

a. To stop Training and to restructure the Scheme
b. To undertake Publicity & Marketing activities
c. Retrain the already trained weavers, if required
d. To engage Cooptex as sole marketing agency for these products under the brand name of IZHAI
e. To appoint Consultants to conduct the study of the available stock of the IZHAI products and to suggest measures to dispose them all either in the fabric form or as made-ups / garments and to suggest future production plan.

For this purpose, a group of former students of NIFT called KENNEH Trade solutions have been engaged as Marketing Consultant for disposing off the existing stock and for future production plan.

8) **Marketing Activities:**

**Market Research, Design and Product Development:**

The consultants visited various reputed textile and garment show rooms such as Fabindia, Kalpa Durma, APCO, Shoppers Shop, West side, Pantaloons, Globus Stores, Anokhi, Lifestyle, and Chennai Home Center. They have surveyed various customers of all ages for identifying consumers behavior. Based on the Market research and interaction with various experts, they developed around 80 designed patterns and styles for women, men, furnishing items and Children garments.

9) **Setting up of Yuva show room for IZHAI at Sir.P.T. Showroom at T.Nagar**

A separate Boutique at Sir PT Show Room at Thiyagarajar Nagar was inaugurated by the Honourable Minister for Handlooms and Textiles on 18.06.2009. The show room is filled with maximum collections of IZHAI products in all styles with ethnic and Indo Western collection for Men’s and Women’s accompanied by accessories line includes Bags, Stoles etc., Goods worth Rs. 4.00 lakhs were handed over to this showroom for sales.