METHODOLOGY OF THE PROJECT

The Project

This is a holistic programme launched in April 1999 by the Government of India. The objective is to bring the assisted families above the poverty line by ensuring appreciable sustained level of income over a period of time. This is to be achieved by inter alia organizing the rural poor into self-help groups through the following processes:

a. Assistance for Training and capacity building
b. Design development
c. Skill upgradation
d. Creation of additional employment and value addition
e. Technology upgradation
f. Entrepreneurship development
g. Infrastructure development
h. Marketing

SGSY project is being funded by the Government of India and the State Government in the ratio of 75:25.

Identification of Project area:

350 Co-operative Societies with 19500 weavers spread over 13 districts of Tamilnadu who are engaged in weaving Sarees and Dhotis for the free distribution scheme will form the Project area.

The target group will be 24,000 members consisting of 1200 SHG’s which will include the 19500 weavers and around 4500 women who will be selected (in areas where the new project line is furnishing) from weavers’ family to be trained in tailoring for made ups. The project has taken into consideration that the weavers formed into Primary Weavers Cooperative Society will be regrouped into Self-Help Groups (SHG’s) and therefore are eligible for the benefit of the scheme under SGSY. For all practical purposes this proposal therefore will be beneficial to over 1200 SHG’s. The project will follow the cluster approach and simultaneously at the cluster level, centers would be established with the infrastructure of SGSY Special Project and the project would be commenced.

The Commissioner of Handlooms and Textiles and the Director Rural Development conducted a meeting with the Collector, Virudhunagar, all PO’s of DRDA and AD’s of Handlooms & Textiles of the districts, areas of which are to be covered under this SGSY Project and officials of NIFT Chennai and Hyderabad. The proposed project report under SGSY has taken note of and incorporated the suggestions of all members present at the meeting.
The Project Report envisages the following Stages:

- Identification of Project implementation agencies
- Skill up gradation
- Technology up gradation
- Entrepreneurship Development
- Infrastructure Development

Identification of Project implementing agencies

Since more than 40% of the total beneficiaries are in Virudhunagar District, it is proposed to be executed under the office of the Collector of Virudhunagar and the Project Officer, Virudhunagar DRDA. Project officers of DRDAs, and Assistant Director, Handlooms & Textiles of the concerned districts will also assist in the implementation of this project.

The Scheme proposes to engage 50 freelance designers from IIHT’s who have preferably undergone CAD training from NIFT to work with weavers and train them to produce a minimum of 15 new designs with different colour ways for each society.

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 for facilitating, coordinating, supervising and executing the project.

Training of trainers

The selected 50 designers will undergo a one-month orientation at NIFT before starting to work to grassroots level to develop a design development strategy and procedure to create and implement new designs.

The main functionaries such as the SO’s, and one members of each group of SHG will be given 3 days training by NIFT on the need for Quality Control, use of Eco-friendly and AZO free dyes, Financial Control, Preparation of Bar-coded swatches to enable systematic marketing and elements of marketing, packaging, branding and advertising so that the SHG is able to efficiently participate in National as well as International fairs.

Skill Up-gradation

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 (24 or 25 clusters
initially). Weavers will be sensitized on the need for design development, product diversification, importance of colour and texture, more scientific pre and post loom operations and use of Eco friendly and AZO free dyes to meet the market demand as well as reach sustainability.

The initial sensitization will be through workshops to be conducted at various locations that are convenient to the weavers. 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, color interpretation and new motifs that are trendy and attractive.

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

**Technology upgradation**

The project will take into consideration the existing infrastructure and also plan for technological upgradation of existing looms, pre-loom and post-loom operations in a phased manner linking banks with SGSY subsidy under Group Loaning Scheme and dovetailing it with funds under the DDHPY & Handloom Export Schemes of the Textiles Department. This is absolutely essential for production of new designs, improving productivity and above all achieving internationally accepted quality parameters.

**Entrepreneurship Development**

The implementing agency will teach the basic elements of marketing and entrepreneurship development to enable systematic marketing by emphasizing on the need for Quality Control, Financial Control, preparation of Bar-coded swatches, packaging, branding and advertising so that the SHGs are able to efficiently participate in National as well as International fairs.

**Infrastructure Development**

The project proposes setting up of a common facility centres @ Rs. 110 lakhs each in districts identified for the purpose of export.

The common facility centre would be setup 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. The common Facility Centres will have medium sized processing and dyeing facility with moderate machineries for pollution control norms.

The scheme also proposes to set up 13 tailoring training centers to train members of weavers’ family of around 4500 women over a period of 12 months.
**Economic Aim of the Project**

The SHG’s already have assets worth Rs.496.48 lakhs and the scheme proposes to finance further Rs.980 lakhs for the loom up gradation with an equal amount being spent by the weavers from their savings and bank assistance. Through this SGSY supported project, the asset value of the 1200 SHG’s will enhance to Rs.1476.48 lakhs.

The scheme further will also help 4500 women from weavers family who will be trained on tailoring will be linked to bank for setting up tailoring units for value addition.

Details of the assets and savings of the group from 13 districts are enclosed.

The standing committee of DCC may consider approving proposal in principle for funding the Project with a loan component, subsidy and Funding of infrastructure for Rs.2530.36 Lakh, so that 24000 members can be covered in a span of two year, The implementation of the Project is proposed to be initiated in 2003-2004 years.