

No. 5/1/2015-DCH/NHDP/Cluster  
Government of India  
Ministry of Textiles  
Office of the Development Commissioner for Handlooms  
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Udyog Bhawan, New Delhi  
Dated 4<sup>th</sup> June, 2018

To

Secretary in-charge of Handlooms & Textiles of States of all States/UTs.

Sub: Consolidated guidelines of Block Level Clusters under National Handloom Development Programme (NHDP) and Comprehensive Handloom Cluster Development Scheme(CHCDS)- reg.

Sir/Madam,

I am directed to invite your attention to this office letters No.13/5/2016-DCH/NHDP/Cluster dated 11<sup>th</sup> July, 2017 & No. 13/4/2016-DCH/CHCDS/Cluster dated 26<sup>th</sup> May, 2017 forwarding therewith the guidelines for implementation of Block Level clusters under NHDP and CHCDS. Also, refer to this office letters of even number dated 10<sup>th</sup> April, 2018 and No. 5/4/2017-DCH/NHDP/Cluster dated 24<sup>th</sup> April, 2018 forwarding therewith amended guidelines of HSS, Skill Up-gradation, Workshed and lighting units.

2. Please find enclosed herewith consolidated amended guidelines for implementation of Block Level clusters under NHDP and CHCDS.
3. You are requested to kindly ensure successful implementation of the scheme by giving wide publicity and suitable instructions to the all concerned. The guidelines of the scheme are also available on website: handlooms.nic.in.

Encl: As above

Yours faithfully,

  
4/6/18  
(Manoj Jain)  
Director

Copy to:

1. Commissioner/Director In-charge of Handlooms of all States/UTs.
2. ADC(ARK)/ADC(RKS)/ADC(JA).
3. Managing Director, National Handloom Development Corporation (NHDC), Ltd., Lucknow.
4. Officers In-charge of all Weavers' Service Centres.
5. Officer In-charge of all IHTs.
6. PS to DC(Handlooms).
7. I.F. Wing, Ministry of Textiles, Udyog Bhavon, New Delhi.
8. Pay & Accounts Office (Textiles), Udyog Bhavon, New Delhi.
9. A copy to NIC for uploading on the website: www.hondlooms.nic.in
10. AD(DLM) / AD(SSM) / AD(SPB).

  
4/6/18  
(Manoj Jain)  
Director



## **A - Block Level Cluster**

The cluster development approach focuses on formation of weavers' groups as a visible entity so that the groups become self-sustainable. Cluster will be set up at Block level, having concentration of handlooms. In a Block, more than one cluster may also be taken up depending upon need with respect to number of handlooms.

While selecting the Block Level Cluster, preference should be given to the clusters having concentration of weavers belonging to Scheduled Castes community, contiguity of clusters, backwardness of the cluster based on classification of Ministry of Rural Development, Common Service Centres (Department of Electronics & Information Technology), Tourist potential etc. Criteria followed for selection of cluster should be highlighted for each cluster in the SLPC minutes.

### **1. Quantum of financial assistance for new clusters**

The quantum of assistance for each cluster would be need based, depending on the requirement of the cluster, the scope of the activities envisaged in the cluster development project, technical, financial and managerial capacity of the Block level cluster Organization, level of maturity and past track record of the cluster etc. Maximum permissible Govt financial assistance is upto Rs. 2.00 crore per cluster.

### **2. Baseline Survey, Diagnostic study, formation of Self Help Groups (SHGs)/Joint Liability Groups (JLGs), Awareness Programmes**

#### **(i) Baseline Survey**

The baseline survey would require visit to every weaver of the cluster for preparing the profile of the cluster i.e. number of active handlooms, type of handlooms, number of weavers (men/women – General/SC/ST/OBC/Minority etc.), type of yarn used, product range, average weaver income etc. A proforma for profile is at **Annexure-A (1)**

#### **(ii) Diagnostic Study**

Diagnosis of the cluster is the first step towards taking any implementable action plan. It will help in identifying the strengths and weaknesses, environment that the cluster operates in and what strategic steps need to be undertaken for effective output. The diagnosis will provide strategic direction and likely outputs that the clusters should aspire to reach over a period of time. The exact action points will emerge largely out of the trust building and validation by the cluster actors. The objective of a diagnosis is to a) understand and analyse the current scenario under which the handlooms are operating in the cluster i.e. analysis of business operations, nature of production activity, profiling of products, patterns of production and existing market potential for it. A proforma for profile of cluster is at **Annexure-A (2)**

### **(iii) Formation of Consortium**

The consortium would involve stake-holders from the Self Help Groups (SHGs), Co-operative Societies, Master weavers, Private Entrepreneurs, NGOs etc. who would be required to interact with the weavers and tie up linkages with the connected organizations like; banks/financial institutions, market institutions/marketing experts, marketers, legal experts, Government machineries, weavers etc.

### **(iv) Awareness Programmes**

In order to generate awareness among the weavers about the Scheme, Weavers' Credit Cards, Yarn Pass books and other handloom schemes etc., awareness programmes will be conducted in the cluster.

### **(v) Product Development**

To innovate the handloom products with the time, there is a need to develop the product so as to stand in the market. Cost towards purchase of stationery for preparation of paper designs, purchase of raw material for development of prototypes, cost of transfer of paper design on the fabric will be met under this component.

### **(vi) Purchase of Computer Aided Textile Design System (CATD) System**

Financial assistance towards purchase of requisite hardware and software for Computer Aided Textile Design (CATD) System, colour forecast, trend forecast and other allied requirement will be provided to develop new designs. Single CATD system is permitted for purchase for the block level clusters in the State, which shall be installed in the premises of Weavers' Service Centre (WSC) concerned. Funds released by this office for the purpose will be transferred to WSC concerned for purchase of suitable CATD who in turn shall provide new designs to the weavers.

### **(vii) Documentation of cluster activities**

After the cluster development programme is over, it is necessary to document the activities undertaken so that a record is built up.

### **(viii) Payment of Administrative cost to designated agency under HSS.**

Administrative cost should be paid to designated agency for transfer of funds through DBT in beneficiaries account for purchase of looms, dobby, jacquards etc. as per the guidelines of Hathkargha Samvardhan Sahayata (HSS)

Designated agency i.e. NHDC etc. will be paid service charges @ 1.25% to 2% of the Gol share on the lines of Yarn Supply Scheme.

### **3. "Hathkargha Samvardhan Sahayata (HSS)"**

On National Handloom Day celebrated in Varanasi on 7<sup>th</sup> August 2016, the Hon'ble Minister of Textiles announced "Hathkargha Samvardhan Sahayata (HSS) Scheme" to provide financial assistance to handloom weavers for technological up-gradation of looms & accessories, so as to improve quality of the fabric and enhance productivity.

#### **3.1 Eligibility norms**

Looms/accessories shall be given to following who are willing to contribute their 10% financial share:

##### **3.1.1 for availing loom**

- i) Loomless weaver; weaver wanting to replace existing loom or switchover to other type of loom (like from loin loom/pit loom to frame loom etc.) or require higher width loom.
- ii) A person undergoing Diploma/Degree/Certificate Course in handlooms/Textiles may apply for purchase of loom in the last 3 - 6 months of course completion, subject to condition that at the time of supply of loom, he/she should have completed the course.

##### **3.1.2 for availing accessories**

Anyone who is eligible for loom is also eligible for getting the accessories.

List of items admissible under the scheme along with cost norms is as follows:

	<b>Items</b>	<b>Cost (uptoRs.)</b>
a)	Pneumatic jacquard system for a set of 4 handlooms	40,000/-
b)	Motorized jacquard on the existing handloom	15,000/-
c)	Take-up & let off motions on the existing handloom (including fitting charges)	5,000/-
d)	Multiple box motion	3,000/-
e)	Multiple buti weaving sley	7,000/-
f)	Twin cloth weaving mechanism (including fitting charges)	5,000/-
g)	Jacquard with complete set including installation	15,000/-
h)	Dobby	5,000/-
i)	Healds, reeds, bobbins, shuttles etc. (set)	4,000/-
j)	Frame loom	
	a) upto 60"	25,000/-
	b) above 60"	40,000/-
k)	Asu Machine (Manual)	10,000/-
	Asu Machine (Motorized)	30,000/-

m)	Warp beam & fabric beam	5,000/-
n)	Normal warping machine	25,000/-
o)	Motorized warping machine	45,000/-
p)	Motorized Pirn Winding machine	3,000/-
	Motorized Pirn- cum bobbin/ dubba Winding machine	4,000/-
q)	Street Sizing Kit (brush, sticks, spray gun etc.)	10,000/-

List of items is updated alongwith the cost norms on the recommendations of the Expert Committee and approval by DC (Handlooms).

**Note:** In case, cost of any item is more than prescribed cost, it shall be borne by the weaver.

### 3.2 Procedure

**3.2.1** HSS shall be implemented by the Weavers' Service Centres within and outside the sanctioned Block Level Clusters (BLCs).

**3.2.2** Year-wise target of number of looms and accessories for the weavers outside the Block Level Clusters (BLCs) shall be allocated to each WSC by the Office of DC Handlooms within 15 days from the date of issue of guidelines and subsequently by the 1<sup>st</sup> of April every year. However, within the BLCs, target will be as per the sanctioned project.

**3.2.3** A Committee, chaired by officer in-charge of Weavers' Service Centre (WSC) with representative of State Directorate of Handlooms, NHDC and Cluster Implementing Agency shall undertake the following tasks:

**3.2.4** Inthe Block Level Clusters, WSC shall invite applications from weavers by organising Camps and/or get the applications collected through Cluster Implementing Agency within 50 days of sanction of project by Office of DC (Handlooms).

Outsidethe Block Level Clusters, WSC shall invite applications from weavers by organising Camps after giving it due publicity through newspaper advertisement. This should be completed within 50 days from the date of issue of guidelines and subsequently by the 30<sup>th</sup> of April every year.

The application from weavers shall be collected alongwith photograph, self attested copies of the Aadhar Card and weavers' I-card.

**3.2.5** Applications received shall be scrutinized within 15 days through the central data bank to identify the eligible weavers. WSC shall also maintain record of weavers found ineligible, alongwith reasons thereof.

**3.2.6** Selection of weavers shall be done separately for looms and accessories within 15 days from the date of scrutiny. In case, number of eligible weavers are more than the target allocated, following shall be the priority in selection of weavers:

- i) loomless weavers
- ii) weavers who have undergone skill up-gradation
- iii) one member from one family
- iv) weavers in the age group of 18-35 years

A person who has been given loom/accessories shall not get the same type of loom/accessories again. However, up-gradation will be permitted.

**3.2.7** For empanelment of suppliers of each item, actions shall be simultaneously initiated by the WSC to invite Expression of Interest as per the standard document circulated by the DC (Handlooms) through open tender. For tendering, WSC concerned shall follow "Manual For Procurement of Goods 2017" issued by Department of Expenditure, Ministry of Finance and Circulars issued by Chief Vigilance Commission (CVC) from time to time and in particular, the Circular Nos. 4/3/07 dated 3<sup>rd</sup> March 2007 and 01/01/10 dated 20<sup>th</sup> January 2010. This exercise should be completed within 50 days from the date of issue of guidelines and subsequently, empanelment shall be done by 30<sup>th</sup> of April every year, as per the targets allocated.

**3.2.8** Within 20 days from date of selection of weavers, WSC shall organise the camp(s) of empaneled suppliers who will display the items at a location as decided by the Committee. It will be ensured that items displayed have same quality as the sample submitted by the supplier at the time of bidding. In the camp, selected weavers shall choose their preferred item and pay 10% of the item cost preferably through RTGS/NEFT/UPI etc. to the supplier. Public representatives viz local MPs, MLAs, Adhyaksha and members of Zila Parishad and intermediate level Panchayat along with the representatives of the district administration should be invited for this camp.

**3.2.9** WSC shall consolidate the supply order and place order with the supplier on the spot. Supply order shall contain details of the weavers i.e. name, address, mobile number, name of the item(s) to be supplied with specifications and cost, expected date of supply etc. A copy of the supply order shall be endorsed to weaver concerned.

**3.2.10** Until the on-line system of submission is in place, WSC shall send the list of beneficiaries who have placed the supply order in prescribed format to the office of the DC (Handlooms) within 15 days from the date of organising the camp.

**3.2.11** Based on details received from WSCs, office of DC (Handlooms) shall place 90% of the Gol share with WSC concerned as budgetary provision within 30 days from the date of receipt of details of beneficiaries.

**3.2.12** In accordance with supply order and delivery schedule, supplier shall ensure delivery and installation of items with prior intimation to beneficiaries through SMS etc. within 2 months of depositing their 10% contribution under intimation to the WSC. On being satisfied with the performance of the looms/accessory, the weaver will inform the WSC for inspection within 7 days.

**3.2.13** Quality and physical verification of the items supplied shall be done jointly by the officials of the WSC, the NHDC, State Directorate of Handlooms in presence of the supplier and the weaver. This should be done within 15 days of installation. The verification report should also be uploaded on the portal being developed by the office of DC (Handlooms) within a week. In case, quality of the item is not upto the mark, same shall be informed to the supplier for corrective action.

**3.2.14** Funds shall be transferred in the Supplier's Bank A/c by the WSC after satisfactory verification report. Funds already lying with the NHDC shall be utilised first for payment to the suppliers.

**3.2.15** The WSC shall furnish cluster-wise and Block-wise physical and financial progress to Office of DC (Handlooms) every quarter. Data pertaining to the Block shall include the data pertaining to the cluster as well as outside the clusters.

**3.3** If the Supplier does not provide items as per requirement, the agency may be debarred from supplying good along with imposition of suitable penalty as decided by the Committee. The order of debarment shall be passed only after giving the supplier a reasonable opportunity of explaining his conduct and not finding the explanation satisfactory. The order of debarment shall be speaking one. A copy of debarment shall be circulated widely including Ministries/Departments for uploading on their websites.

**3.4** Beneficiary is not allowed to transfer/dispose of the looms/accessories. Non-compliance shall follow an action by the Committee to recover the funds with interest. However, if the loom/accessories (supplied under a Government Scheme) is proposed for transfer by the beneficiary within 10 years of its supply, then the WSC will provide the loom/accessories to some other weaver and sale proceeds shall be shared with the transferee weaver in the same ratio in which it was originally purchased and remaining amount shall be deposited by WSC in the Consolidated Funds of India. After 10 years of use of loom/accessories, the weaver can sell it to other weavers with prior permission of the WSC and retain the full proceeds.



#### **4. Lighting Unit**

Provision of lighting Unit shall also be made for the beneficiaries in and outside the sanctioned Block Level Clusters and shall be implemented by the Weavers' Service Centres (WSCs). Cost for lighting Units depending upon its model may be in the range of Rs. 3500/- to Rs. 14500/- per unit. Funds shall be sanctioned as budgetary provision to the WSC for onward release to the supplier(s). For purchase of lighting units, WSC shall follow the guidelines on the pattern of HSS.

#### **5. (a) Construction of individual workshed**

For construction of individual workshed, financial assistance per unit is Rs. 1,20,000/- (measuring 25 sq. mtrs). Construction of individual workshed shall be implemented in and outside the sanctioned Block Level Clusters by the Weavers' Service Centres (WSCs). Funds shall be sanctioned as budgetary provision to the WSC for transfer in two equal installments directly in the bank account of the beneficiaries. Second installment shall be released on 70% utilization of the 1<sup>st</sup> installment and physical verification of the assets by the committee referred in para 8.4.2.

Fund sharing pattern- For BPL/SC/ST/women- 100% by the Gol and for others - 75% by the Gol and 25% by the beneficiary. Additional cost, if any will be borne by the beneficiaries.

#### **(b) Construction of Common Workshed**

Financial assistance will be provided to IA for construction of Common Workshed within existing ceiling i.e. Rs. 28.33 lakh of construction of individual worksheds in the each cluster (excluding land cost). It will be fully funded by Gol. To release financial assistance, project proposal will be required to be submitted highlighting area (in Sq. ft.) of common workshed, location of land, items (looms etc.) to be installed with their number, title of land to be in the name IA supported by relevant documents, plan layout etc.

#### **6. Engagement of Fashion Textile Designer-cum-Marketing Executive**

Designs will be developed by the Weavers' Service Centre concerned. However, looking into the requirement of designs by the Clusters in Blocks, the requirement of designs will be supplemented by engaging Fashion Designers passed out from reputed institutes, preferably with experience of working in handlooms. In case, such designers are not available, designers passed out in Textile designing from reputed institutes may be engaged. Applications shall be invited by Zonal Director of WSCs through issue of an advertisement. A transparent selection process shall be followed. In order to make the role of such designers more effective in the cluster, they shall undergo 5 days orientation programme in the WSC concerned.

Any expenditure for payment to designer shall be done with the recommendation of local committee.

Selection of Fashion Textile Designer-cum-Marketing Executive will be done by a Committee, Chaired by State Director of Handlooms with representatives of Implementing Agency, Weavers' Service Centre concerned, representative of Cluster and academic Institutions like NIFT/IIHT etc. as per the criterion laid down in the ToR given at **Annexure –A(3)**. Decision of the committee shall be final and binding on all the applicants. It would be preferred to prepare a panel of designers so that the same may be used as and when required.

After selection, IA will sign the MoU with Fashion Designer-cum-Marketing Executive, highlighting the deliverables of the project for implementation/completion of the project in time.

The performance of the designer shall be evaluated and monitored by a Committee at local level, headed by Officer In-charge WSC concerned with representatives of State Govt., NIFT, NHDC, State Handloom Corporation/Apex Society and any other member as decided by the Chairman. In case, performance of the designers is not found satisfactory, services of IA shall be discontinued on the recommendations of the Committee.

Remuneration of Rs.15.00 lakh for three years @ 5.00 lakh per year shall be paid to Designer-cum-marketing Executive as follows:-

- i) Fixed remuneration @ Rs. 24,000/- per month.
- ii) Performance linked remuneration @ Rs. 17,666/- per month (on achievement of measurable target as given in table no. 1 of Annexure A(3) and on the recommendation of Performance Evaluation Committee as given above).

## **7. Corpus fund for Yarn/marketing**

(i) Presently, weaver/agency is required to pay National Handloom Development Corporation (NHDC) an advance amount for purchase of yarn and the delivery of yarn is made by NHDC in a time frame of about 3-4 weeks. This delays the production process. Thus, in order to ensure regular availability of yarn of requisite counts, one-time financial assistance upto Rs.5.00 lakh per cluster will be provided as a Corpus Fund to the NHDC to enable it to ensure supply of yarn to the weavers through the yarn depot at the cluster. Yarn will be supplied to the weavers by the yarn depots against payment. Release of corpus will be considered based on the requirement of the cluster assessed by NHDC.

(ii) Alternatively, Corpus of Rs.5.00 lakh will be provided for marketing of handloom products of the cluster to Central PSU engaged in marketing of handloom products.

## 8. Skill up-gradation

Skill up-gradation shall be implemented within and outside the sanctioned Block Level Clusters.

### 8.1 Disciplines

- (i) **Weaving** - for learning new weaving technology/new weaving technique.
- (ii) **Designing** – for development of new designs in different colour ways, pantone colours, basics of colours, Computer Aided Textile Design (CATD) System, graph making etc.

(iii) **Dyeing and Printing** – for learning use of eco-friendly dyes, appropriate method of dyeing/printing with understanding of appropriate class of dyes to be used, development of new colours/shades and their matching, method and style of printing etc.

(iv) **Management** - for learning management practices i.e. accounting, operation of computers, marketing, human relations, record keeping, documentation etc.

(v) **Information Technology** - familiarization with computer, internet/e.mailing, scanning, e.commerce etc.

### 8.2 Eligibility

Semi-skilled or skilled weavers/workers.

### 8.3 Duration, batch size and upper limit of cost

S. No.	Discipline	Duration	Batch size (number of trainees)	Upper limit of cost per batch (Rs. in lakh)
1	Weaving	45 days	20	1 <sup>st</sup> batch @ Rs. 4.28 lakh, subsequent batches @ Rs. 2.71 lakh per batch
2	Designing	30 days	20	1 <sup>st</sup> batch @ Rs. 2.06 lakh, subsequent batches @ Rs. 1.93 lakh per batch
3	Dyeing and Printing	15 days	20	1 <sup>st</sup> batch @ Rs. 1.26 lakh, subsequent batches @ Rs. 1.07 lakh per batch
4	Management	05 days	20	Rs. 0.45 lakh
5	IT	05 days	20	Rs. 0.45 lakh

Detailed cost break-up is at Annexure – A(4).

## **8.4 Procedure:**

**8.4.1** Year-wise and discipline-wise target of number of skill up-gradation programmes outside the Block Level Clusters (BLCs) shall be allocated to each WSC by the office of Development Commissioner (Handlooms) within 15 days from the date of issue of guidelines and subsequently by the 1<sup>st</sup> of April every year. However, within the BLCs, target will be as per the sanctioned project.

**8.4.2** A Committee, chaired by officer in-charge of WSC, with officials of State Directorate of Handlooms; and representative of Cluster Implementing Agency in case of sanctioned Block Level Clusters or representative of the NHDC in case of outside Block Level Clusters, shall do the following tasks:

**8.4.3** In the sanctioned Block Level Clusters, WSC shall invite applications by organizing camp(s) and/or get the applications collected through the Cluster Implementing Agency within 50 days of sanction of project by Office of DC (Handlooms).

Outside the sanctioned Block Level Clusters, WSC shall invite applications through advertisement in local widely circulated newspapers and/or electronic media. This should be completed within 50 days from the date of issue of guidelines and subsequently by the 30<sup>th</sup> of April every year.

**8.4.4** Applications received shall be scrutinized discipline-wise within 15 days to identify eligible weavers/workers.

**8.4.5** Selection of weavers/workers shall be done discipline-wise within 15 days of date of scrutiny by the committee. In case, number of trainees are more than target allocated, following shall be the priority in selection of trainees:

- i) age group of 18 to 35 years,
- ii) only one member from one family (younger to be preferred)

**8.4.6** Skill up-gradation in technical disciplines shall be conducted by the WSC. Skill up-gradation in Management/IT may be conducted through a Central/State Govt. Institution as decided by the Committee.

Further, in case, large numbers of weavers are to be trained in a cluster, training of trainers may be conducted as per skill up-gradation norms after obtaining approval of the office of the Development Commissioner (Handlooms). After completion of training, such trained weavers may act as trainer to conduct skill up-gradation.

**8.4.7** Trainer can be either of the following:

(a) Degree holder in relevant field from a recognized institution or IIHT Diploma holder, having atleast 2 years of working experience in the handloom sector,

(b) person having atleast 5 years experience in relevant technique/technology to be imparted during training programme,

(c) approved by the Central/State Government as Trainer,

(d) National/State Awardee,

**8.4.8** Based on the local need, committee may coopt representative of NIFT to prepare customized course content of the skill upgradation programmes. It shall ensure availability of quality raw material/looms & accessories/study material etc. before commencement of skill up-gradation.

**8.4.9** Skill up-gradation shall be organized in the Common Facility Centre (CFC) in the cluster. Where CFC is not available, it shall be organized at a suitable place i.e. premises of the Implementing Agency/community hall/hired shed etc. Skill up-gradation in management/IT should be organized in place with necessary infrastructure within the cluster or close to the cluster. It shall be ensured that the details of skill up-gradation programmes are displayed conspicuously at the training centre.

**8.4.10** Proposal for sanction of skill up-gradation programme shall be submitted by the WSC to the office of the Development Commissioner (Handlooms) within 15 days of selection of weavers/workers.

**8.4.11** Based on the proposal received from the WSCs for skill up-gradation, funds will be sanctioned to the WSCs by the office of the DC (Handlooms) within 30 days. Stipend to trainees for weaving may be made in two installments i.e. 1<sup>st</sup> installment of stipend for 21 days may be paid on the 22<sup>nd</sup> day of the commencement of the training; and 2<sup>nd</sup> installment may be paid before the completion of the training programme.

**8.4.12** Training should be started within 15 days of receiving the sanction of budgetary provision made by the Office of the Development Commissioner (Handlooms).

**8.4.13** Weavers/workers undergoing skill up-gradation should be provided requisite looms/accessories, if required, subject to their 10% financial contribution, before completion of training programme.

**8.4.14** Assessment of the trainees shall be done by an independent agency other than the training agency, to be approved by the Zonal Director.

Assessment should be planned well in advance so that it is conducted on the next day of completion of skill up-gradation programme.

i) The performance of the trainees shall be assessed through practical test. Marks allotted for assessment on each parameter are as follows:

i.	Quality of work	40 Marks
ii.	Efficiency	20 Marks
	Total	60 Marks

Trainees scoring 30 or more marks shall be eligible to get training certificate.

- ii) If in any batch of trainees, more than 50% of trainees score less than 30 marks, the trainer shall be debarred from being considered as trainer for a period of atleast next two years and the same shall be intimated to the State Directorate of the Handlooms & Textiles and the Zonal Director.
- iii) Assessment report of each batch shall be sent by the WSC to the O/o DC (Handlooms), State Directorate of Handlooms & Textiles and Zonal Director of WSC within 15 days of assessment.

**8.4.15** First preference shall be given to the trainees for purchase of samples developed during skill up-gradation. Remaining samples shall be sold by WSC through exhibitions etc. Cost of the sample may be worked out by adding cost of the raw materials, dyes/chemicals and 10 % overheads.

**8.4.16** Equipments & tools purchased for skill up-gradation should be used for subsequent batch of skill up-gradation. After all skill up-gradation programmes are over in the cluster, handlooms may be handed over to trained loom-less weavers with due acknowledgement. In case, no such weavers are available, looms may be handed over to the cooperatives for production. Final decision to hand over looms may be taken by the committee.

## 9. Setting up of Common Facility Centre (CFC)

In a block, CFC should have provision mainly for housing the technical facilities to meet the local requirements of weavers. This may include loom shed for skill up-gradation/sample development/production etc., warping, dyeing, yarn depot, store room, CSC (cost of hardware like computers/printer/ scanner etc. to be funded separately) with one common toilet for men and women. Design layout of the CFC as given in the guidelines, if required may be partially modified to meet local requirement. CFC should have built up area of about 3,000 sq. ft. (may be in single/double floors) with an estimated cost of not more than Rs. 50.00 lakh (including a Common Service Centre), excluding land cost. Details are at **Annexure – A(5)**. This facility may also be set up by gap filling in the existing infrastructure available in the identified Block. Implementing

Agency (IA) may have their own land or on lease from Government/Government agency for atleast 15 years.

For setting up of CFC, funds for construction shall be released to the Central Government or State Govt. agency, which will follow transparent bidding process to engage the contractor.

Machines and equipments to be installed in CFC with their cost and supplier/s shall be finalised by the local Committee, chaired by the Officer In-charge of WSC with representative of State Director of Handlooms and cluster Implementing Agency. Funds shall be sanctioned as budgetary provision to the WSC for purchase of machines and equipments.

In case, the constructed building of handloom co-operatives etc. is readily available, the same may be taken on long lease basis for setting up of CFC.

CFC in the clusters should be made operational within six months by SPV/IA in leased/rented/Government building so that the benefits are percolated down to the weavers immediately, without waiting for construction of building of CFC.

#### **10. Project Management Cost**

A full time Cluster Development Executive, who should not be the employee of implementing agency will be engaged, who should be Diploma in Handloom Technology (DHT), preferably with an experience of working of 2 years. He will be responsible to manage all activities, including CFC of the Cluster. Also, one Security-cum-Assistant, preferably ex-serviceman will be engaged after setting up of CFC (to support the CDE), who should be Computer friendly for maintaining accounts etc. CDE will be paid consolidated amount uptoRs. 25000/- p.m. for three years and Security-cum-assistant will be paid consolidated amount uptoRs. 10,000/- p.m. for three years. Of the total financial assistance of Rs.15.00 lakh, Project Management Cost also includes recurring expenses like stationery (uptoRs. 1,000/- p.m.), call charges (uptoRs. 500/- p.m.), local travel (uptoRs. 1,000/-), purchase of computer/printer etc. All payments are subject to submission of bills within prescribed ceilings or actuals, whichever is low.

Any expenditure towards PMC shall be done with the recommendation of local committee chaired by Officer In-charge, WSC, representative of State Directorate of Handloom & Textiles and Cluster IA.

i) State-wise applications shall be invited for CDE through issue of an advertisement by the Zonal Director of Weavers' Service Centres. Selection of CDE shall be done by the local committee based on the qualification, experience, age, domicile etc. of the candidates. A panel of selected CDEs shall be maintained by the WSC concerned.

ii) State-wise applications shall be invited for Security-cum-Assistant through issue of an advertisement by the Zonal Director of Weavers' Service Centres. Selection of Security-cum-Assistant shall be done by the local committee. A panel of selected Security-cum-Assistant shall be maintained by the WSC concerned.

## **11. Implementing agency**

- i. National Level Handloom Organizations
- ii. State Handloom Development Corporations
- iii. State Apex Handloom Weavers' Co-operative Societies.
- iv. Central Government Organizations.
- v. Bigger Primary Handloom Weavers' Co-operative Society, having large presence in the Block as identified by the State Govt. but their project should cover atleast 30% non-member weavers of the Cluster
- vi. Self Help Groups registered as legal entity.
- vii. Non-Government Organizations, engaged in the handlooms (recommended by the State Govt. and approved by DC(Handlooms). A format for grading of NGOs is at **Annexure-A(6)**. Besides, NGO is required to register on NITI Aayog Portal and also, send PAN No. and Aadhar No. of each trustee/office bearer of NGO.
- viii. Any other appropriate legal entity working for handlooms (recommended by the State Govt. and approved by the DC (Handlooms).

Note - For implementation of Block Level Cluster, eligible Agency (except NGO, WSC, IIHT etc.) should have net profit in last 2 years. A proforma for profile of IA is at **Annexure-A(7)**

## **12. Opening of a Bank Account by Implementing Agencies (IA)**

IA will open a New Bank A/c, preferably in a scheduled commercial bank, which should be jointly operated by two authorized persons. One of the person may be representative of State Govt./DHT, If so required by the guidelines of the State. However, it may be ensured that such representative is available on day-to-day basis so that implementation of the project is done smoothly and without delay.

## **13. Duration**

Duration of implementation is 3 years from the date sanction of 1<sup>st</sup> instalment.

## **14. Submission of the proposal**

State Govt. will submit the proposals alongwith the recommendations of the State Level Project Committee (SLPC) and funds will be released directly to the Implementing Agencies under intimation to the State Govt. concerned.

Direct submission of proposals of block level cluster, requiring only skill upgradation intervention by Weavers' Service Centre (WSC)/Indian Institute of Handloom



Technology(IIHT) concerned, in cases where, there has been inordinate delay (of atleast 6 months) at the level of State Government in forwarding the proposal to the office of the Development Commissioner for (Handlooms). In such cases, proposal for skill upgradation will be sent by WSC/IIHT under intimation to the State Govt. concerned.

Proforma for submission of the proposals for the Block level Cluster are at **Annexure- A (1), A (2), A(6), & A (7)**. In Annexure- A (1), Col. 5 to 11 should be filled up for each weaver and ensure that of the total weavers to be covered in the cluster, atleast 30% weavers should be non-member weavers of the IA.

## **15. Release of financial assistance**

Funds will be released in two equal installments to the IA of total Gol share. 1<sup>st</sup> installment will be released in advance, and 2<sup>nd</sup> installment will be released on receipt of following documents:-

- i) Utilization Certificate of atleast 70% of release of 1<sup>st</sup> instalment in GFR-12-A, duly signed by head of Implementing Agency (IA) and countersigned by Director of Handlooms & Textiles of the State concerned.
- ii) Intervention-wise physical & financial progress report signed by IA and countersigned by Director of Handlooms & Textiles of the State concerned.
- iii) Impact Report of the cluster signed by IA and countersigned by Director of Handlooms & Textiles of State concerned.
- iv) Intervention-wise expenditure Statement duly signed by Chartered Accountant.
- v) Certificate to the effect that IA is uploading physical & financial progress of the cluster through MIS portal regularly, duly signed by the head of IA & countersigned by Director of Handlooms & Textiles of the State concerned.
- vi) As per the instruction issued vide this office letter No.5/13/2015-DCH/NHDP/Cluster dated 25.11.2016, a certificate may be furnished, stating that total transactions for Rs.\_\_\_\_\_ were made through ECS, &Rs\_\_\_\_ through account payee cheque and Rs.\_\_\_\_ in cash (not exceed 5% or Rs.30.000/- of amount released to the IA whichever is low), duly signed by head of IA and countersigned by Director of Handlooms & Textiles of the State concerned.

In respect of individual interventions, except Hathkargha Samvardhan Sahayata (technology up-gradation) benefitting individual weavers, financial assistance will be released in the Bank account of the beneficiary by IA through DBT. For Hathkargha Samvardhan Sahayata (technology up-gradation), funds shall be released to designated agency of DC (Handlooms) i.e. National Handloom Development Corporation (NHDC) for onward release to the beneficiaries for payment to the supplier.

## **16. Component-wise upper limit of funding**

- UptoRs. 50.00 lakh for setting up of CFC, including Common Service Centre
- Upto Rs.85.00 lakh for interventions directly benefitting the individual weavers, like loom/accessories, construction of individual, lighting unit. Funding for construction of individual/common Workshed is limited to 1/3<sup>rd</sup> of Rs. 85.00 lakh.

- Upto Rs. 20.00 lakh for skill up-gradation in technical, management and IT.
- Upto Rs. 15.00 lakh for engaging designer-cum-marketing executive,
- Upto Rs. 15.00 lakh as Project Management Cost,
- Upto Rs. 5.00 lakh as corpus fund for yarn depot/marketing,
- Upto Rs. 10.00 lakh for other interventions, including product development, documentation of cluster activities. Computer Aided Textile Design (CATD) system, service charges to designated agency for transfer of funds through DBT in the Bank account of beneficiaries for purchase of looms/dobby/jacquards etc.

Note: CATD will be made available preferably for a group of clusters at Weavers' Service Centre concerned.

**Total: UptoRs. 2.00 crore per cluster in a Block**

### **17. Dye House**

In addition, uptoRs. 50.00 lakh for setting up of dye house, with Effluent Treatment Plant (ETP), if required at district level. Implementing Agency (IA) may have their own land or on lease from Government/Government agency for atleast 15 years.

For setting up of Dye House, funds for construction shall be released to the Central Government or State Govt. agency, which will follow transparent bidding process to engage the contractor. In case, the constructed building of handloom co-operatives etc. is readily available, the same may be taken on long lease basis for setting up of Dye House.

Machines and equipments to be installed in Dye House with their cost and supplier/s shall be finalised by the local Committee, chaired by the Officer In-charge of WSC with representative of State Director of Handlooms and cluster Implementing Agency. Funds shall be sanctioned as budgetary provision to the WSC for purchase of machines and equipments.

### **18. Funding Pattern**

- (i) Infrastructure like CFC, Dye House, Common Workshed etc. will be 100% funded by Gol, excluding land cost.
- (ii) Other direct benefits to individual - 90:10 by the Gol:Beneficiary
- (iii) Individual Workshed-BPL/SC/ST/Women – 100% by Gol  
Others – 75% by the Gol: 25% beneficiary

Note: For infrastructure development, Implementing Agency (IA) may have their own land or on lease from Government/Government agency for atleast 15 years.

### **19. State Level Project Committee (SLPC)**

The State Level Project Committee (SLPC) will be headed by the State Commissioner/Director of Handlooms & Textiles with representatives drawn from a reputed NGOs working in the Handloom Sector, Handloom Organization (Apex

Weavers' Coop. Society or State Handloom Corporation), leading Exporter, Officer In-charge of the Weavers' Service Centre concerned, representative of the Implementing Agency and a weaver from the group of SHGs, SLPC will be responsible for scrutinizing the project proposals, validating the action plan, monitoring, evaluation etc. and will also recommend the Implementing Agency.

## **20. Monitoring**

- i) Project shall be monitored by the SLPC, as the case may be and submit report to Office of DC(HL) on quarterly basis.
- ii) Committee chaired by the Officer in-charge, Weavers Service Centre concerned with the following members shall monitor the progress:
  - a) Representative of National Handloom Development Corpn.(NHDC).
  - b) Representative of State Director of Handlooms & Textiles
  - c) Local weaver/Master weaver.
  - d) Any other members as considered necessary.

WSC shall monitor the progress and submit report to Office of DC(HL) on monthly basis.

## Cluster at Block Level

## PROFORMA FOR BASELINE SURVEY OF A CLUSTER

Name of the Implementing agency Registration No. Name of Block District State No. of Weavers proposed to be covered Total assistance required.															
Sl. No.	Name	Male	Female	Age	Member of Society (Yes/No)	Covered by						Whether the weaver is		Whether the loom is	
						Cooperatives	SHGs	NGOs	Master Wrs	Independent	Others	With loom	Without loom	Active	Idle
1	2	3	4		5	6	7	8	9	10	11	12	13	14	15

Family income	Religion	Caste	No. of days engaged in a year	Type of looms	No. of looms	Type of yarn used	Products manufactured	Remarks, if any
16	17	18	19	20	21	22	23	24

## Details of assistance required under Technology up-gradation

No. of pneumatic jacquard/motorized jacquard	No. of motorized jacquard	Take-up & let off motions	No. of Multiple box motion	No. of Multiple butti weaving sley	No. of twin cloth weaving mechanism	No. of Jacquard	No. of dobby	No. of healds, reeds, bobbins, shuttles, harness	No. of warp beam and fabric beam	No. of New handloom	No. of normal warping machine	No. of motorized warping machine	Asu Machine (Manual)	Asu Machine (Motorized)	Motorized Pirn Winding Machine	Motorized Pirn-cum bobbin/dubba Winding Machine	Street Sizing Kit (Brush, Sticks, spray gun etc.)
25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42

## Details of assistance required

Workshed					Skill up-gradation	Lighting Units
Whether worksheds exists (Yes/No)	Whether BPL/SC/ST/Women/General	Whether Worksheds required? (Yes/No)	No of worksheds required.	Total no. of Common worksheds required	Discipline of training and discipline - wise number of trainees	No. of units required
43	44	45	46	47	48	49

Signature of the Director of Handlooms &amp; Textiles

## Cluster at Block Level

**PROFORMA FOR SUBMITTING THE DIAGNOSTIC STUDY CONDUCTED AND THE ACTION PLAN FOR CLUSTER DEVELOPMENT**

Sl. No.	Parameters																																							
1.	Name of the Block and District																																							
2.	Implementing Agency	Parameters	Year (       )	Year (       )																																				
		Sales Turnover (Rs. in lakh) in each of last 2 years																																						
		Net profit (Rs. in lakh) in each of last 2 years																																						
		<b>Pl. enclose the Balance Sheet, Profit &amp; Loss account in support of the above</b>																																						
<b>Profile of the Cluster</b>																																								
3.	Geographical location of the cluster (enclose a map of the cluster)																																							
4.	Total number of handlooms in the cluster																																							
5.	Type of handlooms in the cluster																																							
6.	Infrastructure available																																							
7.	Present skills of the weavers																																							
8.	Number of handloom weavers in the cluster	<table border="1"> <thead> <tr> <th>Category</th> <th>Men</th> <th>Women</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>SC</td> <td></td> <td></td> <td></td> </tr> <tr> <td>ST</td> <td></td> <td></td> <td></td> </tr> <tr> <td>OBC</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Minority</td> <td></td> <td></td> <td></td> </tr> <tr> <td>General</td> <td></td> <td></td> <td></td> </tr> <tr> <td><b>Total</b></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Total weavers of IA</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Total weavers who are non-members of IA</td> <td></td> <td></td> <td></td> </tr> </tbody> </table>			Category	Men	Women	Total	SC				ST				OBC				Minority				General				<b>Total</b>				Total weavers of IA				Total weavers who are non-members of IA			
		Category	Men	Women	Total																																			
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		General																																						
		<b>Total</b>																																						
Total weavers of IA																																								
Total weavers who are non-members of IA																																								
9.	Status of the weavers of cluster	Existing		Proposed to be covered																																				
	A) Number of Primary Weavers Cooperative Societies																																							
	B) Number of weavers in Co-operative fold.																																							
	C) Number of Master Weavers																																							
	D) Number of weavers with Master Weavers																																							
	E) Number of NGOs working in handlooms.																																							
	F) Number of weavers with NGOs.																																							
	G) Number of SHGs working in handlooms																																							
	H) Number of weavers with SHGs.																																							

Sl. No.	Parameters					
	l) Number of traders					
10.	Sales turnover of handlooms in the cluster (Rs. in crore)	Present turn over	Anticipated turn over			
	a) Domestic					
	b) Exports					
	<b>Total</b>					
11.	Average earning of the weaver per day (In Rs.)	Present	Anticipated			
12.	Av. no. of working days in a year	Present	Anticipated			
13.	Main handloom products of the Cluster	Present	Anticipated			
14.	Number of Powerlooms in the cluster					
15.	Whether handlooms of the cluster face competition with Powerlooms?					
<b>Status of cluster 5 years back</b>						
16.	Economic condition of the cluster in relation to the position 5 years back from now.					
<b>SWOT Analysis</b>						
17.	a) Strengths					
	b) Weakness					
	c) Opportunities					
	d) Threats					
<b>Justification for recommending the cluster</b>						
18.	Justification for recommending the cluster for development					
<b>Strategy</b>						
19	a) Cluster					
	b) Objectives of the development strategy.					
<b>Action Plan</b>						
20.	Interventions required for development over a period of 3 years, with financial outlay for each intervention.					
21.	Total Project Cost.	S. No	Name of the component	Amount (Rs. in lakh)	Number of weavers to be covered	
				GOI	IA/Be n,	Total
		1.	Baseline Survey, diagnostic study, formation of Consortium and SHGs, awareness progs.			
			Product development			
			Purchase of CATD			
			Documentation of cluster activities			

Sl. No.	Parameters				
		Administrative cost to designated agency			
		Any other activity			
		<b>Sub-total (A)</b>			
		<b>2. Individual Intervention</b>			
		i. Technology up-gradation			
		Pneumatic jacquard system for a set of 4 handlooms			
		Motorized jacquard on the existing handloom			
		Take-up & let off motions on the existing handloom (including fitting charges)			
		Multiple box motion			
		Multiple buti weaving sley			
		Twin cloth weaving mechanism (including fitting charges)			
		Jacquard with complete set including installation			
		Dobby			
		Healds reeds, bobbins, shuttles etc. (set)			
		Frame loom a) upto 60" b) above 60"			
		Asu Machine (Manual)			
		Asu Machine (Motorized)			
		Warp beam & fabric beam			
		Normal warping machine			
		Motorized warping machine			
		Motorized Pirn Winding machine			
		Motorized Pirn- cum bobbin/ dubba Winding machine			
		Street Sizing Kit (brush, sticks, spray gun etc.)			
		Any other item recommended by the Expert Committee and approved by the DC (Handlooms)			
		<b>Sub-total (B)</b>			

Sl. No.	Parameters					
		ii.	Construction of Worksheds			
		a	Individual Worksheds			
			BPL/SC/ST/ Women (100% by Gol)			
			Others			
		b	Common Workshed (100% by Gol)			
			<b>Total(ii)</b>			
		iii	Lighting Unit			
		iv	Any other intervention directly benefitting the weavers			
			<b>Sub-total (C)</b>			
		3.	Engaging Designer			
		4.	Setting up of CFC, including CSC			
			<b>Sub-total (D)</b>			
		5.	Skill up-gradation programme-			
		a	Weaving			
		b	Dyeing			
		c	Designing			
		d	Managerial			
		e	IT			
			<b>Sub-total (E)</b>			
		6.	Corpus fund for yarn depot/marketing			
		7.	Project Management Cost (engaging of CDE)			
			<b>Sub-total (F)</b>			
			<b>Total (A+B+C+D+E+F)</b>			
		8.	Dye House with ETP at District level			
			<b>Grand total (A+B+C+D+E+F+8)</b>			
			<b>Total</b>			
22.	Proposed Action Plan for the cluster.	Year-wise and intervention-wise action plan highlighting the physical and financial targets for 3 years alongwith a brief project report should be enclosed. The Action Plan should clearly bring out the deliverables of the project in terms of increase in production, productivity, no. of working days, employment and income of the handloom weavers of the selected Block.				



1. The beneficiary has not availed of similar assistance under any other scheme of the State or the Central Government.
2. It is certified that the Implementing Agency is in existence, functioning and has net profits in last 2 years.
3. Certified that the assets created out of the assistance under the scheme will not be disposed of without the prior approval of Office of the Development Commissioner for Handlooms.
4. There is no reason to believe that these organizations are involved in corrupt practice.
5. Certified that no UC is pending for rendition in respect of the above grantee organisation towards any grant(s) received by it under any scheme of the office of Development Commissioner for Handlooms or Ministry of Textiles or any Department in the Ministry of Textiles.
6. Certified that the above particulars are correct and are verifiable from Books of accounts of the grantee agency.
7. Certified that no complaint(s) in respect of the above mentioned agency have been received in the State in respect of disbursement of assistance released by the GOI and State Govt. in the past.
8. Certified that the Implementing agency (s) has obtained necessary approval from the Banks/financial institutions for credit linkages, wherever required.
9. Certified that the Implementing Agency has furnished the requisite details in the proforma (Baseline Survey of Cluster), enumerating, inter-alia, the names of the individual weavers, components required and the assistance required thereof etc. and is verifiable from records.
10. Certified that selection of implementing agency/ agencies has been done in a fair and transparent manner in accordance with relevant GFR rules and as per eligibility criteria prescribed in the scheme guidelines
11. The State Level Project Committee in its meeting held on \_\_\_\_\_ has recommended the proposal. A copy of the minutes of the meeting is enclosed.
12. Certified that the land of the title is in the name of the weaver.

(Signature)  
Authorized Signatory of Implementing Agency

Countersigned  
(Signature)  
Director In-charge of Handlooms & Textile

No. \_\_\_\_\_

\_\_\_\_\_  
(Name of Implementing Agency)

(Address)

**INVITING EXPRESSION OF INTERESTS (Eols)**

Expression of Interests (Eols) are invited for engaging Fashion Textile Designer in Block level Cluster at \_\_\_\_\_ under National Handloom Development Program (NHDP)/Comprehensive Handloom Cluster Development Scheme (CHCDS).

The designer will be selected through evaluation of his/her profile and experience in the relevant sector. The details of eligibility criteria, broad Terms of Reference (ToR), Guidelines for submission of EOs and other terms and conditions are available on the website \_\_\_\_\_.

The eligible organizations/agencies/individual interested in rendering their services as Designer may submit Eol in sealed envelope, superscribing the title "Eol for engaging designer at Block Level Cluster\_\_\_\_\_" within 21 days of the date of the advertisement to Shri. \_\_\_\_\_, \_\_\_\_\_. In case, the 21st day falls on a holiday, the next working day will be considered as the last day.

Sd/-

**Notice Inviting Expression of Interests (Eols) for engaging Fashion Textile Designer in Block level Cluster at \_\_\_\_\_, implemented by \_\_\_\_\_**

Last date of receipt of Eol: 21 days from the date of the advertisement. In case the 21st day falls on a holiday, the next working day will be considered as the last day.

**Introduction**

The office of the Development Commissioner for Handlooms, Ministry of Textiles, Government of India has amended the existing provision for engaging designer in Block level cluster under National Handloom Development Program (NHDP)/ Comprehensive Handloom Cluster Development Scheme (CHCDS). As per the amended provisions, a qualified designer/agency will be engaged in the Block level cluster by the Implementing Agency for producing new designs and marketable products for the cluster. Designer will develop the design portfolios, which will be further developed into sellable products by the handloom weavers who do not have much exposure to market and thus not aware of the consumer preference and other market trends.

Once the design portfolio is developed, the process of product development will begin. Products will be developed by the weavers of the cluster. The total cost of designers and sample development will be borne from the funds provided by the GoI to the IA. Designs created by the designers will be provided free of cost to all the interested weavers of the cluster.

**1. Objective**

The objectives of engagement of Designer in the Block level Cluster are as follows:

- To assist the Implementing Agency in modifying the designs, colour combination and textures of the fabrics and product samples.
- To develop a range of handloom products as per market requirements.
- To train weavers and technical staff of the Implementing Agency to convert paper designs into fabrics/end products.
- To coordinate with the marketing consultant and the Implementing agency for establishing market linkages with the importers/buying agents/overseas buyers for marketing of the products developed under the project from the stage of designs into products.
- To document the designs and products developed.

Design development activities include designer input towards textile techniques, motifs, design & color trend and redefined usage of fabrics, usage of existing garment styles, product development using new techniques.

**2. Eligibility Criterion**

A firm/agency is eligible to support the cluster by providing their designer, fulfilling the eligibility norms. In such a case, CV of the designer should be forwarded by the agency concerned to the Implementing Agency (IA). If the designer recommended by the agency is engaged in the cluster, he/she will continue to work in the cluster. However, change of the designer in the cluster is permitted only on two occasions and that too with the prior permission of the IA.

An individual, fulfilling the eligibility norms can also apply directly to the IA.

**2.1 Eligibility Norms**

The applicant should have passed out from a Fashion Design Institute of repute. The applicant should have atleast 2 yrs. experience of working as Fashion Designer, preferably with experience of working in handlooms and should have track record for promotion and development of textile, including handlooms.

### 3. Duration of the Project

Project duration is for 3 years. The designer will be engaged initially for a year which is extendable, subject to satisfactory performance.

### 4. Scope of Work

#### a) Design Development

- Selecting the right yarn keeping design and products in mind.
- Work on the
  - Combination of weaves
  - Motifs and patterns
  - Colour ways
  - Value Addition
  - Design concepts
  - Colour References in the form of pantone number/thread card number to be provided along with designs, if required
  - Prototype (sample) development

#### b) Product Development

- Develop various product ranges like yardage fabrics, sarees, furnishing keeping in mind the weave and patterns of cluster and how it can be modified according to buyer's need, local, national and international market.
- The designer shall identify the products before commencement of the project by visiting the cluster.
- The designer will provide only those ranges of products, which are acceptable to the targeted market/buyer and shall be responsible for the success of the products.

#### c) Train the weaver

- To train/enroll the weavers to translate the paper designs onto the fabric.

#### d) Marketing of the handloom products

- To ensure marketing of the new products developed by the designer.

#### e) Documentation of the Designs & Products developed

- To document the designs and products developed by the designer.

### 5. Project Work

- Extensive field visits to the Block level cluster to identify the various types of design skills of the different weaver groups,
- Assess existing design patterns and products of the cluster and suggest the product range,
- Each design is to be developed in two colour ways,
- Assist implementing agency in marketing the developed products,
- Designer to stay atleast 12 days per month in a cluster for undertaking the assigned activities,
- Weavers' Service Centre (WSC) concerned will be actively involved in supervision of the work of the designer engaged.

### 6. Project Fees

- The IA agrees to pay Rs. 5.00 lakh per annum for time frame of three years. This includes lodging & boarding and also the travel cost.
- Designer shall be paid a minimum amount of Rs. 24,000/- per month and the remaining amount shall be paid quarterly on pro-rata basis, on achievement of the deliverables.

**Table 1: Measurable Minimum Targets for Designing and Product Development**

S.No.	Time frame from the date of signing of MoU	No. of new designs to be introduced	Value of newly introduced product/designs sold (Rs. in lakh)
1	1 <sup>st</sup> Quarter	10	1.00
2	2 <sup>nd</sup> Quarter	20	1.00
3	3 <sup>rd</sup> Quarter	20	1.00
4	4 <sup>th</sup> Quarter	20	1.25
5	5 <sup>th</sup> Quarter	25	1.25
6	6 <sup>th</sup> Quarter	25	1.25
7	7 <sup>th</sup> Quarter	25	1.25
8	8 <sup>th</sup> Quarter	25	1.25
9	9 <sup>th</sup> Quarter	30	1.50
10	10 <sup>th</sup> Quarter	30	1.50
11	11 <sup>th</sup> Quarter	30	1.50
12	12 <sup>th</sup> Quarter	30	1.50
	<b>Total</b>	<b>290</b>	<b>15.25</b>

**Note: The designer has to ensure marketing, promotion and support for sales of the new product/samples developed**

## **7. Designer Selection Criteria**

- The designer shall be selected by a Committee
- Selection will be made on the assessment of the profile of the designer.
- Qualifications and the relevant experience for handling similar projects.
- The committee reserves the right to recommend amendments in the proposed project. The selection in that case will be subject to incorporation of those amendments.
- Decision of the committee shall be final and binding on all the applicants

### **7.1 Marking Criterion**

- Qualification (20%)
- Years of experience (20%)
- Experience of working in handloom sector (30%)
- Approach and methodology towards development of proposed cluster, etc. (30%)

### **7.2 Procedure for Submission of Expression of Interest**

The following are to be submitted in sealed cover:

- I. Designer's profile in brief with details of experience in designing, promotion and product development in the handloom/textiles sector including awards won and details of its creativity, works done in the past in connection to the scope of the work suggested.
- II. Proof of Experience and of handling relevant activities mentioned.
- III. Any other supporting documents relevant to the project

IV. Copy of concept of depicting and focusing on development of Handlooms by providing design inputs and promotion to the domestic and international market

## **8. Other Information**

Applicants may submit requests for clarification to this EoI by sending an email on our address \_\_\_\_\_. Clarification requests must be received by \_\_\_\_\_.

The selected Agency/individual has to sign an Agreement with the Implementing Agency for rendering satisfactory services and completion of the projects in a time bound manner.

## **9. Last Date For Submission of EoI**

The last date for submission of EoI is 21<sup>st</sup> day from the date of advertisement (upto 3.00 p.m). The EoI received after due date shall not be accepted. The EoI should be addressed to Shri\_\_\_\_\_, \_\_\_\_\_. The envelope should clearly be marked '**Proposal for engaging Designer/Agency for the \_\_\_\_\_ Cluster**'. The applications should reach within 21 days from date of publication of advertisement.

### **Rights of Implementing Agency**

The Implementing Agency reserves the right to accept / reject the proposals received without assigning any reasons whatsoever, or may call for any additional information / clarification, if so required.

## **10. Court Jurisdiction**

This shall be subject to the exclusive jurisdiction of local courts.

## **11. Miscellaneous**

In case any further clarification or information is required, following may be contacted:

Shri\_\_\_\_\_, \_\_\_\_\_, Tel – 011-\_\_\_\_\_, Fax – 011-\_\_\_\_\_

## **12. Attachments to be furnished with EoI.**

- 1) CV of the applicant
- 2) Documents establishing the credential of the Designer- qualification of the designer, years of experience, working experience in handloom sector, approach and methodology towards development of cluster, etc. should be submitted as part of EoI.
- 3) If a company/agency is recommending a designer, profile of the company/agency along with the CV of the designer should be submitted.

**SKILL UPADATION****WEAVING**

S.No.	Component	Provision of funds under training component (In Rs.)
1.	Stipend for 20 weavers	1,89,000@Rs. 210/-* per day for 45 days
2.	Honorarium to Trainer	27,000@Rs. 600/- per day for 45 days
3.	Honorarium to Assistant	9,000@Rs. 200/- per day for 45 days
4.	Cost of Equipments and tools (warping drum, five looms with attachments (dobby/jacquard/other accessories))	1,50,000
5.	Raw materials and consumables	20,000
6.	Hiring of shed, electricity and water charges	10,000
7.	Documentation of samples	3,000
	Total cost	4,08,000
8.	Administrative & Miscellaneous Expenditure -5% of the total cost	20,400
	Total	<b>4,28,400</b> Rounded off to 4,28,000

**Note**

i) If necessary, Weavers' Service Centres may incur expenditure above Rs. 20,000/- per training programme for purchase of raw materials by diverting from the cost of equipments and tools/hiring of shed, electricity and water charges/administrative cost, keeping the overall cost intact. Upper limit for purchase of raw materials per training is as follows:

- |                             |                                  |
|-----------------------------|----------------------------------|
| a) For Cotton               | : uptoRs. 30,000/- per programme |
| b) For Cotton+ other fibres | : uptoRs. 35,000/- per programme |
| c) For pure silk            | : uptoRs. 50,000/- per programme |

ii) In a cluster, 1<sup>st</sup> training programme will be funded uptoRs. 4.28 lakh. For subsequent training programmes, equipments and tools purchased for 1<sup>st</sup> batch shall be used. Subsequent training programmes shall be funded @ Rs. 2.71 lakh per programme by eliminating cost of equipments & tools with commensurate reduction in administrative & miscellaneous expenditure.

**DESIGNING**

S.No.	Component	Provision of funds (In Rs.)
1.	Stipend for 20 weavers	1,26,000@Rs. 210/-* per day for 30 days
2.	Honorarium to Trainer	18,000@Rs. 600/- per day for 30 days
3.	Honorarium to Assistant	6,000@Rs. 200/- per day for 30 days
4.	Cost of Equipments and tools	12,000
5.	Raw materials and consumables	25,000
6.	Hiring of shed, electricity and water charges	6,000
7.	Documentation of designs	3,000
	Total cost	1,96,000
8.	Administrative & Miscellaneous Expenditure -5% of the total cost	9,800
	Total	2,05,800 Rounded off to 2,06,000/-

### Note

In a cluster, 1<sup>st</sup> training programme will be funded upto Rs. 2.06 lakh. For subsequent training programmes, equipments and tools purchased for 1<sup>st</sup> batch shall be used. Subsequent training programmes shall be funded @ Rs. 1.93 lakh per programme by eliminating cost of equipments & tools with commensurate reduction in administrative & miscellaneous expenditure.

### DYEING AND PRINTING

S.No.	Component	Provision of funds (In Rs.)
1.	Stipend for 20 weavers	63,000 @Rs. 210/-* per day for 15 days
2.	Honorarium to Trainer	9,000 @Rs. 600/- per day for 15 days
3.	Honorarium to Assistant	3,000 @Rs. 200/- per day for 15 days
4.	Cost of Equipments and tools	18,000
5.	Raw materials and consumables	20,000
6.	Hiring of shed, electricity and water charges	4,000
7.	Documentation of designs	3,000
	Total cost	1,20,000
8.	Administrative & Miscellaneous Expenditure - 5% of the total cost	6,000
	<b>Total</b>	<b>1,26,000</b> Rounded off to 1,26,000/-

**Note** In a cluster, 1<sup>st</sup> training programme will be funded upto Rs. 1.26 lakh. For subsequent training programmes, equipments and tools purchased for 1<sup>st</sup> batch shall be used. Subsequent training programmes shall be funded @ Rs. 1.07 lakh per programme by eliminating cost of equipments & tools with commensurate reduction in administrative & miscellaneous expenditure.

### MANAGEMENT/IT

S.No.	Component	Provision of funds (In Rs.)
1.	Stipend for 20 weavers/trainees	21,000 @Rs. 210/- per day for 5 days
2.	Honorarium to trainer	7,500 @Rs. 1500/- per day for 5 days
3.	Hiring premises of training Institution, including computer hardware	10,000/-
4.	Purchase of stationery	2,000/-
5.	Documentation	2,000/-
	Total cost	42,500
6.	Administrative & Miscellaneous Expenditure - 5% of the total cost	2,125
	<b>Total</b>	<b>44,625</b> Rounded off to 45,000/-



Annexure- A(5)

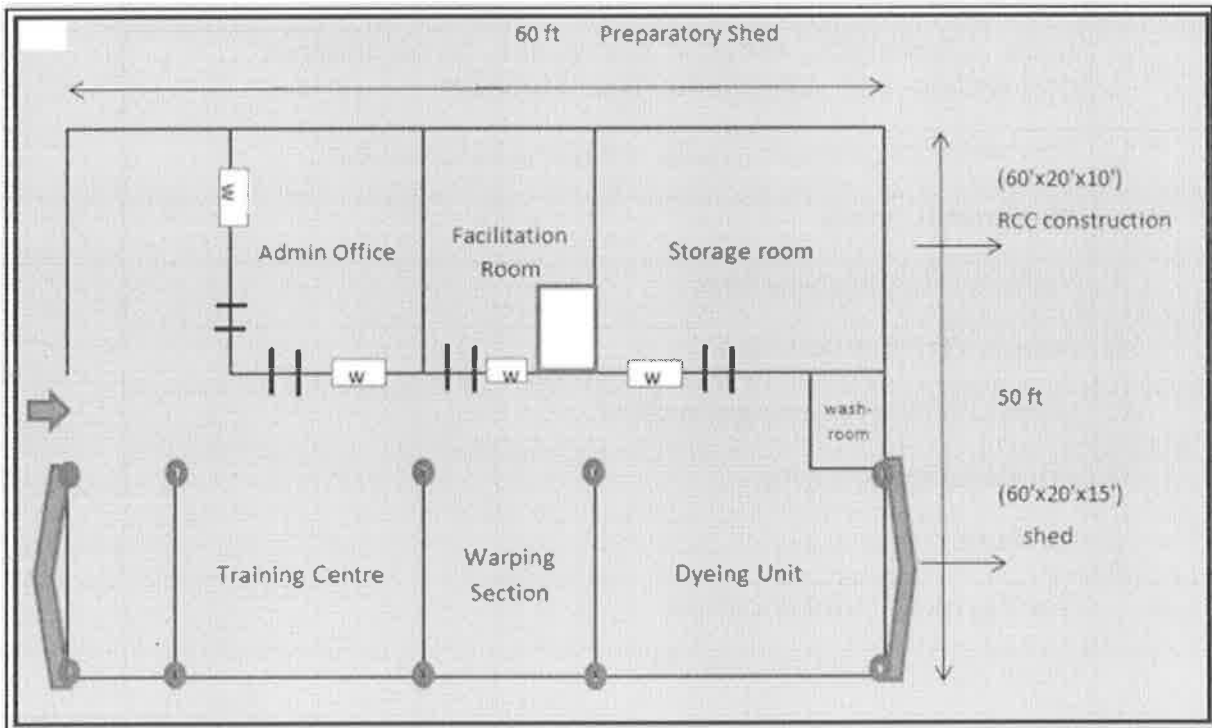
**Common Facility Centre: Revised Project Cost and Model Layout**

<b>Total Project Cost</b>		
<b>S.No.</b>	<b>Particulars</b>	<b>Estimated Cost (Rs. in lakh )</b>
1	RCC Construction (Construction area of 1200 sq ft. @ 1400 per sqft )	16.80
2	Shed Construction (Construction area of 1800 sq ft. @ 700 per sqft )	12.60
3	Machinery + other equipments including open vat dyeing unit ( 20kg/day)	14.30
4	Contingency @ 5%	2.19
	<b>Total</b>	<b>45.89</b>

<b>S.No.</b>	<b>Particulars</b>	<b>Estimated Cost (Rs. in lakh )</b>
1	Admin Office	1.50
A	Table , Chairs(100) , Almira(4) ,Computer , Printer, Internet connection , fan , telephone +Fax , Xerox etc.	
2	Raw Material godown (Racks, weighing balance etc.)	1.00
3	Preparatory Sheds	3.80
A	Vertical Warping Machine	0.40
B	Bobbin Winding Machine	0.25
C	Computerised Punching Machine	2.50
D	Hank making machine	0.15
E	Furniture	0.50
6	Training room/ weaving shed	2.00
7	Open Vat Dyeing Unit with ETP	5.00
8	MFA (Generator, Water supply ,borewell etc. )	1.00
	<b>Total</b>	<b>14.30</b>

**Design Layout of the CFC:**

S.No	Particular	Area	Unit
1	Admin Office	150	sqft
	Covered Hall	300	sqft
2	Storage Room	400	sqft
3	Warping Section	300	sqft
4	Dyeing Unit	500	sqft
5	Training Centre	450	sqft
6	Facilitation Room	300	sqft
7	Open Passage Area	500	sqft
8	Sanitation ( toilet + washroom)	100	sqft
	<b>Total</b>	<b>3000</b>	



## Common Service Centre

### Services offered by CSC

<b>Government To Citizen (G2C) Services</b>	<b>Business To Cluster (B2C) Services</b>
1. Financial Inclusion: Banking, Insurance and NPS(PFRDA)	1. Mobile/Data Card Recharge
2. Unique identification Authority of India (UIDAI) Services.	2. DTH Recharge
3. Education NIELIT/NIOS/NDLM	3. CSC Bazaar - e commerce/shopping service
4. Election Commission of India (EC) Services	4. Mobile Bill Payments
5. Passport Services	5. Entertainment
6. PAN Card Services	6. E learning
7. Agriculture Services	7. IRCTC & Bus Ticketing
8. Health Care Services	8. Bill Payments – Electricity Billing & Water Billing
9. State G2C services – eDistrict/SSDG/MMP etc.	9. E-Learning
	10. Insurance policy sake and renewal

### Indicative cost per CSC

(Rs. in lakh)

<b>S.No.</b>	<b>Component</b>	<b>Amount per centre</b>
1.	Infrastructure Cost	2.57
2.	10% Admn. Fee/Project Management cost (per year)	0.257
3.	Trainer cost (Course Training Fee through NIELIT – 36 hrs. (Excl. Tax) per person one time	0.017
4.	Consumable (per year) on quarterly reimbursement basis	1.68
5.	10% Admn. Fee/Programme Management cost (on item at S. No.4)	0.014
	<b>Total</b>	<b>4.538 + Service Tax</b>

**CLUSTER APPROACH**  
**SCORE PATTERN FOR GRADING OF NGOs**

NAME OF THE ORGANISATION WITH COMPLETE ADDRESS:				
S.No.	Score Parameters	Maximum score	Points scored	Remarks
1.	Formal Registration	-		
2.	NGO in existence for more than 3 (three) years	-		
3.	Registration with any other Government Organisation/Department	3		
4.	Profile of the President/Executive Officer and experience & qualification of field staff	10		
5.	Experience of baseline survey, community mobilization and monitoring & Evaluation method	10		
6.	Experience of Cluster development in handlooms or any other related Sector	15		
7.	Experience of Marketing, Networking	13		
8.	Experience of Technical & Technological guidance	5		
9.	Achievements in Handloom Sector/rural development	20		
10.	Last three years audited accounts & filing IT returns regularly & obtained PAN	5		
11.	Funding by Government	2		
12.	Experience of direct international collaboration	5		
13.	Participation of women, SCs/STs/ Minorities on their Board/staff	7		
14.	Training of staff	5		
	<b>Total</b>	<b>100</b>		
	Total Marks awarded			
	Eligible/Ineligible			

Signature of  
Director In-charge of Handloom & Textiles

Note: Requisite documents must be submitted in support of the above parameters, else it will not be given weightage. NGOs securing atleast 60 marks, out of total 100 marks shall only be considered. Besides, NGO is required to register on NITI Aayog Portal and also, send PAN No. and Aadhar No. of each trustee/office bearer of NGO.

**Block Level Cluster****PROFORMA FOR SELECTION OF ORGANISATIONS FOR CONDUCTING DIAGNOSTIC STUDY & BASELINE SURVEY AND PROFILE OF SELECTED HANDLOOM BLOCK****A. Profile of the Organization/Implementing Agency (IA):**

1.	Name of the Organization (With full address)			
2.	Registration Number and date of Registration.			
3.	Name & Designation of Office bearers with Phone No., FAX No. and E.mail etc.			
4.	Total number of regular manpower with the Organization.			
5.	Performance of the Implementing Agency	<b>Parameters</b>	<b>Year</b> (      )	<b>Year</b> (      )
		Sales Turnover (Rs. in lakh) in each of last 2 years		
		Net profit (Rs. in lakh) in each of last 2 years		
		Balance sheet and profit/ loss account for the last two years (enclosed)		
6.	Experience if any in Textiles/Handloom Sector			
7.	Bye laws/Resolution of the Organisation.			
8.	Previous experience in Cluster development.			
9.	Scoring of the IA (NGO) as per the pattern for grading.			

Certified that:

1. The Implementing Agency has been recommended by the State Level Project Committee in its meeting held on \_\_\_\_\_ for Baseline Survey and Diagnostic Study. The minutes of the meeting are enclosed.
2. There is no reason to believe that these organizations are involved in corrupt practice.
3. Certified that no UC is pending for rendition in respect of the above grantee organisation towards any grant(s) received by it under any scheme of the office of Development Commissioner for Handlooms or Ministry of Textiles or any Department in the Ministry of Textiles.
4. It is certified that the Implementing Agency is in existence and functioning.
5. Certified that the above particulars are correct.
6. Certified that no complaint(s) in respect of the above mentioned agency have been received in the State in respect of disbursement of assistance released by the GOI and State Govt. in the past.
7. Implementing agencies have already identified weavers/beneficiaries and obtained the consent in writing alongwith ID Proofs i.e. Aadhar Card number, Bank account number etc. who will share the project cost.
8. In respect of interventions directly benefitting the weavers, funds will be released through ECS in the bank account of the beneficiaries, preferably linking with Aadhar Card. However, before release of funds in the bank account of beneficiaries for purchase of looms/accessories, lighting units etc., IA will obtain an undertaking from the beneficiary that he/she shall purchase the items for which funds are provided in a period of two months from the date of transfer of funds in the bank account and confirm the same in writing to the IA.

9. In respect of construction of workshed, IA will release financial assistance in the bank account of beneficiary in two instalments on the pattern of Indira AwasYojana (IAY). 2<sup>nd</sup> instalment will be released on satisfactory utilization of the first instalment and the physical inspection of the work undertaken & its certification by a Committee, Chaired by Officer In-charge, WSC concerned.
10. That beneficiary has not availed similar financial assistance for same purpose from Govt./Non-government organization before releasing fund and there will be no duplication of efforts on part of Gol.

Signature of the President/Secretary/Chief Executives

(Name & Designation)

Countersigned

Director In-charge of Handlooms