

CITIZEN'S CHARTER
WEAVERS' SERVICE CENTRE, SALEM

GOVT. OF INDIA
MINISTRY OF TEXTILES
WEAVERS' SERVICE CENTRE
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WEAVERS' SERVICE CENTRE, SALEM.

ORGANISATIONAL PHILOSOPHY :

- **WSC., Salem:** Friend for guidance and Partner in progress through skill & technological upgradation and product development.
- **Motto:** Excellence, Facilitation and Promotion.

OUR VISION

Promote and facilitate the continuous growth of the handloom industry to complete in the global market.

OUR MISSION

We dedicate ourselves to support the Handloom Sector at large in up-grading-skill, development/diversification of handloom products, technical advice etc.

OUR VALUES

- Recognize the technical needs of handloom weavers.
- Dedicate ourselves to reach every nook and corner of the sector with a helping hand.

OUR COMMITMENT

- To provide all possible technical assistance in terms of design input, technical advice in weaving/dyeing/printing etc. to weavers and all concerned to Handloom Sector.
- To technically support weavers and others on a continuous basis for sustained development of the Handloom Sector.
- To visit the Handloom pockets for rendering technical assistance to weavers and others.
- To conduct Design Exhibition-cum-Dyeing Workshop with a view to create awareness in the weaver clusters about the services available in WSCs and to impart training in dyeing techniques and design development.

- To upgrade the skills of handloom weavers/workers in the field of design development/weaving/dyeing under on-going in-house short term training programmes and also under IHTP Scheme.

OUR MANDATE:

- Serve and strengthen the second largest sector of Indian Economy in terms of employment generation with dedication, devotion and vision.
- Transfer R & D and technological advances in the handloom sector from lab to land
- Strive for value addition and higher productivity.
- Cater to the poor multitude as well as to get it weaved for the niche market.

OUR OBJECTIVES:-

- Of product development to evolve more marketable products by interaction between expertises available in the fields of weaving, designing and processing.
- In improving weaving techniques and accessories and appliances used in weaving. In improving techniques of processing.
- In training weavers by disseminating improved techniques and new designs by undertaking training programmes within the precincts of the Centre and in the field.
- In providing market support by arranging interface between designers, producers and buyers which includes execution of sample orders.
- In solving problems arising in pre-loom, loom and post-loom processes and technologies. In arranging exhibitions, seminars, workshops focusing on new and improved designs, equipments and processing techniques.
- In preserving and documenting traditional skills and revival of traditional skills and revival of traditional designs for production and marketing.
- In implementing various schemes in handloom sector of the Government of India and providing assistance and interaction with State Governments, handloom agencies such as Apex and primary co-operatives, State and private undertakings dealing in handlooms.
- Monitoring of projects sanctioned under various central schemes.

OUR RESOURCES:

- Full commitment and support of the Government of India to make the service centre a vibrant focal point of development and growth of the handloom sector .
- Qualified technical personnel in the discipline of design, dyeing, processing, weaving and necessary support staff.
- Need-based looms, accessories, allied equipments and other teaching aids.

- Need-based design development, design adoption, design dissemination, technical inputs in the form of research in looms, dyes, dyeing techniques, and innovations in appliances and accessories used by the weavers.
- An excellent collection of paper design and fabric samples to chose form for commercial production.
- An excellent Dyeing Laboratory, Design Section, Weaving section, Printing Section, Photography Section, library and Documentation Section and Computer Aided Textile Design Section for sample development, training, expert guidance and for extension services.

OUR ARMS FOR SERVICE

DESIGN SECTION :

It is located in Administration block of Weavers' Service Centre, I.I.H. T., campus, Salem. Artists drawn from the best talent available in art schools are constantly engaged in preparing Paper designs. These designs comprise both for weaving and for hand block or screen-printing. The attempt is to preserve traditional designs by reviving them and/or adopting them to the requirements of the market. These designs help in production of items both for domestic and export markets. The CAD facility available presently in the WSC helps in preparing the designs and techniques with the aid of a computer. This centre has the services of Jala makers, graph Paper designers who work in close association with the Dyeing Laboratory and the Weaving Section. Care is taken to see that the designs developed are within the discipline imposed by the types of yarn, dyestuffs and weaving techniques as per requirements of the sector .

WEAVING SECTION :

It is located in the same building of Weavers' Service Centre, I.I.H.T., Campus, Salem. Skilled weavers drawn from the main traditional weaving communities of the country man Weaving Section. They are supervised by qualified textile technologists. Facilities of prototype Looms and weaving equipments are available in the Section. Fabrics in new designs and new textures are produced using different yarns. The Section also undertakes simple improvements in looms and in the processes of weaving.

DYEING LABORATORY:

It is located in the same building of Weavers' Service Centre, I.I.H.T., Campus, Salem. Fully Equipped Dye Laboratory manned by experienced dyers and other qualified technical personnel Capable of developing techniques in cost processing of fabrics is available in WSC. These Laboratories bring out number of shade cards for silk, cotton and wool dyeing. These illustrate a Number of shades in use in the field of handlooms and also give details of the method of Application of dyestuffs, temperatures to be maintained and the length of dyeing period for each shade. These cards also provide information on degumming, scouring, bleaching, dyeing etc and the equipments used in dyeing and testing methods.

PRINTING SECTION:

It is attached with dyeing section which is located in same premises of Weavers' Service Centre, IIHT., campus Salem. This Section carries out experiments in preparation of basic materials for hand block printing as well as screen-printing. Dischargeable and non-dischargeable dyestuffs have been effectively used to obtain multiple effects of rare beauty. Weaver's Service Centre has expertise in block and screen making and they cordially develop new design and pattern. Sizable of hand block and screen are at tractable for use by Weavers and Handloom organizations.

OUR CHARTER OF SERVICES

DESIGN DEVELOPMENT:

Innovate and develop designs, motifs, patterns and prints, via in-house skills, on a regular/ongoing basis, through appropriate systems and trained designers and synchronization of traditional designs, etc., with modern and contemporary design. For this purpose development of In-house designs undertaken based on: -

- (a) Specific demand from the market in terms of apex societies, weavers cooperative, Institutions, exporters, manufacturers or private persons.
- (b) As per the demand of the International market in terms of colour, design and fashion forecast.
- (c) Revival of market-worthy traditional motifs.
- (d) Artists delight from various sources e.g. Museums, Temples, Palaces/Havelis/ Houses state/ National Archives Privates Collectors college of Arts/Crafts Caves, Book of *Arts/ Artefacts & Handicrafts* (cravings, wood, metal, stone, ivory, etc.) Societies/Corps./ Associations/Guilds Journals/Manuscripts

- Paintings antique furniture/Potteries /Tombs Series of Art & Industry Collections Cataloguing Books e-g. Sir Fort Watson's collection, symbols and portrayles of festivals, and mythologies Worldwide. Utmost care is taken to assess its market -worthiness. Help of cAm is taken to prefect the colour and design combination and suitability of fabrics-
- Popularise increasing adaptation and adoption of designs, etc., as a vital ingredient of value-added product development/diversification and for the creation and sustenance of a culture of quality.
- Encourage the sale of designs, prints etc., on a non-exclusive right basis.
- Weavers' Service Centre,Salem brings out new cloth sample produced by us which is commercially promoted through the outlets of CCIC/IIITfEC, and commercial missions of the Embassy of India abroad.
- Weavers' Service Centre, Salem is linked with the National Centre for Textile Design in order to provide information to weavers in terms of fast changing consumer preference, fashion trends and technological developments in the means of communication both within and outside the country. Weavers' Service Centre online activities with Ncm and subsequently with weavers relates to the provision and analysis of trends and forecasts of colour and fabrics for the fashion and home fashion industry keeping in mind the requirements of the entire

sector such as colour forecasts with regional preference, forecasts of fibre blends, weaves, fabric structure, motifs and print ideas for printed fabrics. WSC has linkages with Exports Promotion Councils, State Handloom Agencies having Design Centres, Apex Trade Bodies both inside and outside the country and related linkages to textile resource sites. It has database of reputed hand loom manufacturers, fibre suppliers, spinners and yarn makers, machinery and fashion accessories suppliers, garment manufacturer etc. The offline activity of the WSC in consultation with Ncm involve fabric collection, cataloging according to region, locality, to maintain a Museum of Heritage Textile of the region and locality having collection of motifs in the form of line drawing and swatches and samples.

- These hold periodically the organization on continuous basis special thematic exhibitions. The basic idea behind such exhibitions is to produce exquisite quality of handloom cloths from master weavers through out India in order to sustain and excel in the quality aspect and to promote the marketing of handloom products on a sustained basis.

TRAINING:

- This Centre impart training through modified Decentralized Training of Weavers Schemes (MDTP) to semi-skilled and skilled weavers for product development, product diversification and improvement in productivity, in dyeing technique and design development on looms.
- Short term in house training in weaving, designing and processing to the students and weavers, master trainers employees of state hand loom corpn., Apex bodies and others.
- Duration of MDTP is two months period in Weaving, regarding design and dyeing duration is one month and 15 days respectively, stipend offers during the course 55 rupees per day/ per head.

GENERAL ACTIVITIES

EXHIBITION

- Weavers' Service Centre, Salem holds Dyeing cum Design Exhibition in the interior clusters of weavers to familiarize them with the latest and the best in the dyeing and design techniques.
- In-house product display of the latest and unique samples, samples drawn on the basis of revival of traditional motifs, display of improvised and modern looms and their working. Through its in-house exhibition, the members of WSC acquaint the visitors with the latest information required for the development of right fabric in right colour and for right market. The information on woven and selected designs by the visitor is provided with complete technical specifications like count of yarn, technical graph for jacquards, the weaving procedure to enable them to produce quality and design enrich fabrics having greater market acceptability. The same idea is taken out door also.

HELP AND GUIDANCE

PROMOTION OF EXCELLENCE:

- Weavers Service Centre, Salem recommends, from their area jurisdiction, master weaver, printer and others making outstanding handloom product for National Award to be presented by the President of India.

TECHNICAL SUPPORT:

- Weavers Service Centre, Salem provides marketing & technical guidance in coordination with State and Central Government, e-g., nominating and forwarding societies/master weavers for participation in Dilli Hatt, Suraj Kund Mela, Taj Mahotsav, Udaipur Craft Mela etc., technical assistance is also provided to all Exporters, Manufacturers, Weavers, Dyers, Designers, etc., for solving their day to day problems.

GRIEVANCE:

- Weavers Service Centre, Salem placed a complaint / grievance box which may be used to drop a written complaint / grievance. The box will be opened and checked daily for contents (s), if any.
- A complaint / grievance will be promptly acknowledged and requisite action taken and communicated within 30 working days of receipt.
- If for valid reason (s) a complaint / grievance cannot be redressed within the due time, a suitable interim intimation will be sent promptly by WSC, Salem.
- All efforts will be made to locally and satisfactorily redress grievances. However, if a complaint / grievance has not been attended to promptly or satisfactorily, at the local level, the matter may be considered to be taken up in writing with the following functionaries.

Development Commissioner (Handlooms),
Ministry of Textiles, Room No.56, Udyog Bhawan, New Delhi.

(OR)

Additional Development Commissioner and Chief Vigilance Officer
(Handlooms), Ministry of Textiles, Room No57, Udyog Bhavan, New
Delhi.

(OR)

Joint Development Commissioner (Handlooms), Ministry of Textiles,
Room No.55-A, Udyog Bhawan, New Delhi.

(OR)

Zonal Directors, Weavers Service Centres, Chennai.