



सत्यमेव जयते

Government of India
Ministry of Textiles
O/o Development Commissioner
(Handlooms)
Weavers' Service Centre
Chaltlang, Zohandco Building,
Aizawl -796012 , Mizoram
wscaizawl@gmail.com



INDIA HANDLOOM
COMFORT | STYLE | FASHION
www.indiahandloombrand.gov.in



एक कदम स्वच्छता की ओर

WEAVERS' SERVICE CENTRE, AIZAWL

INTRODUCTION

The Weavers' Service Centre, Aizawl was established in the year 2015 with a view to developing the handloom industry in the state of Mizoram. The state is having around 17,200 handloom weavers and 10,200 allied workers as per 4th all India handloom Census. But they mostly use only the primitive type of loom ie, loin looms, where productivity is very low except few weaver who are practicing in fly shuttle frame loom (Zo -loom, a semi-automatic type fly shuttle frame loom). The reason is that they do weaving only to meet their domestic needs of textiles and not for trade.

Intention behind setting up the W.S.C. at Aizawl is to explore the commercial viability of the attractive designs and colour combinations of the region by way of product development and product diversification retaining the traditional look of the products. For this purpose the Weavers' Service Centre is exerting its efforts to divert the loin loom weavers to frame loom weaving through different training programmes and by technological up gradation in the areas where fly shuttle looms are already working. This will also add to export potentiality of the country. In order to facilitate the handloom producer so far two Handloom Producer company are formed in the state. Beside this weaver are encouraging for e-commerce business by registering them in Government e-marketplace (GeM) and e-shilp mart.

The Weavers' Service Centre, Aizawl has three different technical sections viz. Weaving, Processing (Dyeing and Printing) and Designing. In addition, there is an Administrative Wing, which also assists the technical hands to run their activities smoothly in a disciplined manner. All the sections work in close collaboration with one another. The processing section dyes the required yarn in the required shades of colour as per paper design prepared by designers of the design section. The weaving section produces cloth samples as per the given design and colour scheme. Those cloth samples are displayed before the visitors in the Centre as well as in Exhibitions organized at different places at different times, where those samples come to the notice of the handloom Co-operative Societies and Federations, master weavers, NGOs, Fashion Designers, Exporters etc. and thus the Developments find ways for wider market both in the country and abroad as well.

ORGANISATIONAL PHILOSOPHY

OUR VISION

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

OUR MISSION

We dedicate ourselves to support the Handloom sector at large in upgrading-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 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 NHDP and Samarth 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 expertise 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 proving 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, equipment 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 Govt, handloom agencies such as Apex and Primary co-operatives, state and private undertaking dealing in handlooms.
- Monitoring of projects sanctioned under various central schemes.

OUR RESOURCES

- Full Commitment and support of the Govt. of India to make the service center a vibrant focal point of development and trough of the handloom sector.
- Qualified technical personnel in the discipline of Weaving, Processing-Dyeing/printing, Designing and necessary support Staff.
- Need-based looms, accessories, allied equipment 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 choose from, for commercial production.
- Equipped with Dyeing Laboratory, Weaving Section, Printing Section (Infrastructure is yet in process) and Computer Aided Textile Design Section for sample development, training, expert guidance and for extension services.

OUR ARMS FOR SERVICE:

The Weavers' Service Centre has three different technical sections. Viz. Weaving, Processing (Dyeing and Printing) and design sections. In addition, there is an administrative section,

which supports the technical sections to maintain official procedures. All the sections work in close collaboration with each other.

DESIGN SECTION:

The Artists drawn from the best talent available in Art Colleges are constantly engaged in preparing paper designs. These designs comprise both for weaving and for hand block for 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 in the center helps in preparing the designs and techniques with the aid of a computer. This center designer post is sanctioned but in contractual basis.

WEAVING SECTION:

This is the reference place for all sorts of weaving related problems to be solved. This section is always fond of weavers due to its commitment and dedication to fulfill and sustain the following missions:

- I. To provide necessary technical support in a comprehensive manner for pre/on/post loom operation;
- II. To go ahead with skill upgradation;
- III. To motivate & work for design development and product diversification by transferring the dominated loom looms to fly-shuttle frame loom.
- IV. To adopt traditional ethnic languishing designs to utility products; and
- V. To replace the primitive looms by modern improved looms & accessories for better productivity with the latest technological aids.

The paper designs prepared by the design section are transferred here and subsequently translated into fabrics by skilled weavers.

On the spot demonstration, different practical short-term training for four months duration, observatory training for short period, training of Master Trainers engaged by Weavers' Service Centre or State Govt. Clusters etc. as per scheme implemented are carried out round the year. The post training problems faced by the weavers are solved on the spot. The special feature lies of this section with its innovative idea of making fabric with an ethnic identity using designs from old traditional fabrics. This wing is enriched with high skilled weavers and most experienced qualified technologist supervises the entire gamut of activities.

In fact, Weaving Section is capable of producing/ reproducing new and innovative designs with new texture using different kind of textile fibers/yarns by utilizing the available manpower, prototype looms & accessories etc. And thus helps the weavers to keep pace with the modern trend.

PROCESSING SECTION:

a) DYEING:

This part of the Processing Section is responsible to provide better and quality input in accordance with the demand of color to be matched. The dyeing laboratory is well equipped and maintained by experienced dyers and supervised by a qualified technical Staff. It carries out practical short-term training for four months duration, observatory training for short period, training of Master Trainers engaged by Weavers' Service Centre or State Govt Clusters etc. as per scheme implemented on dyeing & printing with different dye stuffs round the year. This section has got the shade card on cotton, silk, wool, jute and natural & eco-friendly dyes and insists to carry out the experiments on the basis of latest available information. This section is desperately looking forward to revive the vegetable dyeing practice of ancient age.

b) PRINTING:

This Section has one technical expert (senior printer). Preparation of the printing unit is under progress.

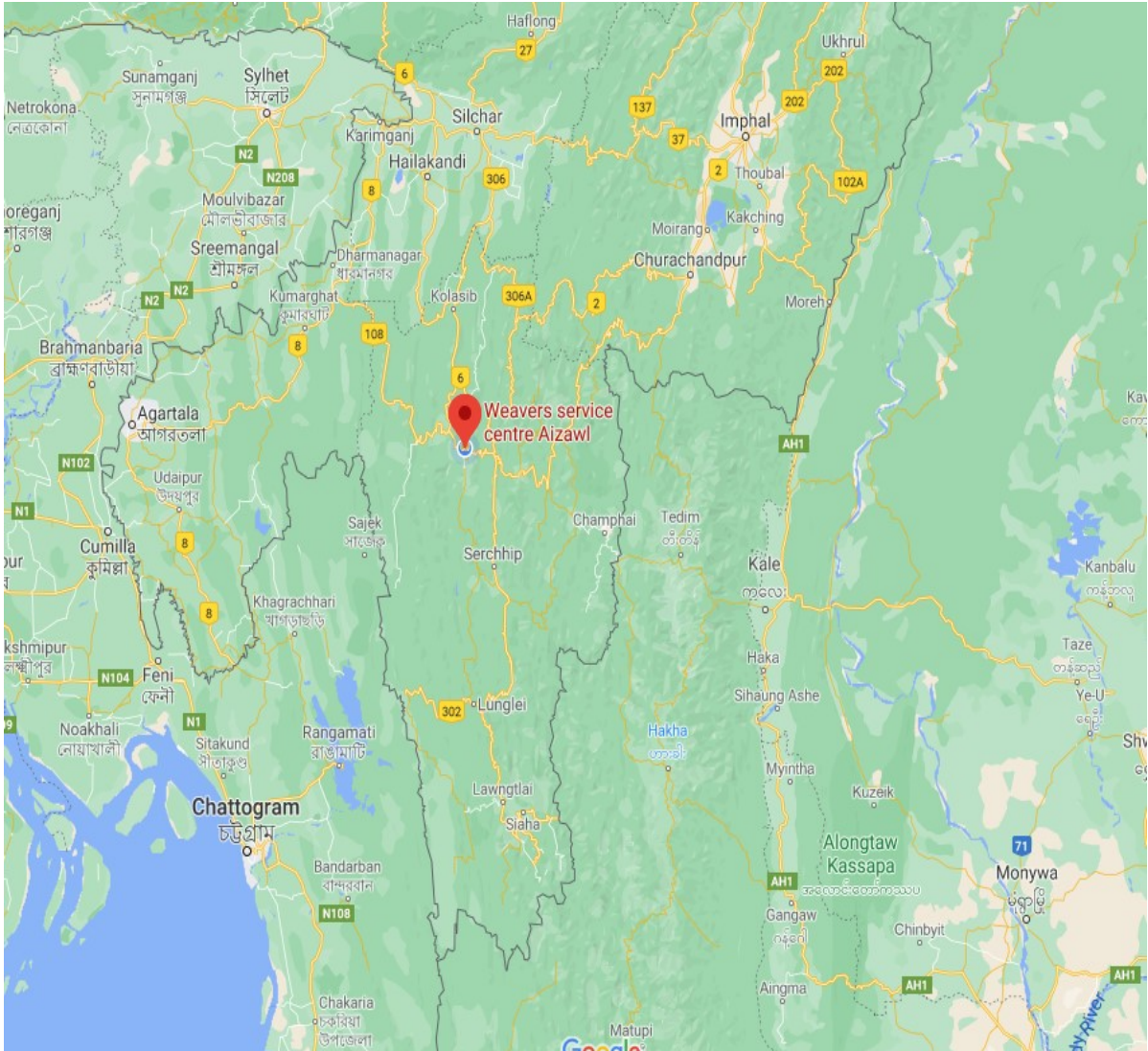
TRAINING:

- Weavers' Service Centre provides 4 months short-term training and 1 month observatory training of short duration in Weaving, Processing and Design discipline.
- Refresher training of Master Trainers in dyeing, designing and weaving are given as per different schemes implemented by Weavers' Service Centre and also state Govt. departments.
- Training of dyers in dyeing of fast colour.

- It provides marketing guidance in coordination with State and Central Government, e.g. nominating and forwarding societies/master weavers for participation in Dilli Hat, various DLE. This office already facilitated handloom weaver by encouraging and guiding them in registering e-marketing platform like GeM (government e-market place), E-silp. Moreover, for entrepreneurship development this office has formed two Handloom producer company in the state viz. **Hnatlang handloom Producer Company Ltd.** and **Stelify Handloom Producer company Ltd.**
- Beside marketing support this office encouraging handloom weaver of the state by creating awareness and guiding them for various handloom branding of their product like- handloom mark, Indian handloom brand.

1. STAFF POSITION OF WEAVERS SERVICE CENTER, AIZAWI AS ON 01.04.2021

Sl. No.	NAME OF POST	NUMBER OF POSTS	
		SANCTIONED STRENGTH	EXISTING STRENGTH
1	DEPUTY DIRECTOR	1	0
2	ASSISTANT DIRECTOR	1	1
3	TECHNICAL SUPERINTENDENT (PROCESSING)	1	1
4	SENIOR WEAVER	2	1(Junior weaver)
5	ASSISTANT	1	1
6	SENIOR PRINTER	1	1
7	ATTENDANT (WEAVING)	1	0
8	ATTENDANT (PROCESSING)	1	0
	TOTAL	9	5



Google map link for WSC, Aizawl :

<https://goo.gl/maps/7XN9FykrFXuUccMC9>

Bunkar Mitra

Helpline for Handloom Weavers



Toll Free No. : 1800 208 9988

- ❖ Provides single point of contact to handloom weavers across the country for addressing queries and providing guidance.
- ❖ Accessible through landline as well as mobile numbers of all telecom networks from 10.00 A.M to 06.00 P.M. on all 7 days a week.
- ❖ Service available in seven languages: Hindi, English, Tamil, Telugu, Bengali, Assamese and Kannada.
- ❖ Services offered:
 - Assistance on technical issues.
 - Guidance for:
 - Raw material supply.
 - Availing credit facility.
 - Quality control.
 - Access to marketing linkages. Information about various schemes and procedure to avail benefits.

SOME OF IMPORTANT LINKS:

OFFICE OF THE DEVELOPMENT COMMISSIONER (HANDLOOM): <http://handlooms.nic.in/>
MINISTRY OF TEXTILES - <http://texmin.nic.in/>
HANDLOOM EXPORT PROMOTION COUNCIL- <http://hepcindia.com/>
NATIONAL HANDLOOM DEVELOPMENT CORPORATION - <https://www.nhdc.org.in/>
INDIA HANDLOOM BRAND - <https://www.indiahandloombrand.gov.in/>
HANDLOOM MARK - <http://www.handloommark.gov.in/>
HANDLOOM CENSUS -<http://www.handloomcensus.gov.in/>
GeM (Govt E-Marketing) – <http://www.gem.gov.in/>
