

CITIZENS' CHARTER

GOVERNMENT OF INDIA
MINISTRY OF TEXTILES

O/o Development Commissioner for Handlooms

WEAVERS' SERVICE CENTRE

ARUL NAGAR

ADJACENT TO MACHAVARAM POLICE STATION

VIJAYAWADA -520 008

ANDHRA PRADESH

Ph : (O)0866-2490916, 0866-2492213

e- mail: wscvijayawada@gmail.com

WEAVERS'SERVICE CENTRE,VIJAYAWADA

OURVISION

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

OURMISSION

We dedicate ourselves to support the HandloomSector at large in upgrading-skill development/diversification of handloom products technical advice/ assistance etc and facilitating for formation of producer companies and participation of handloom agencies in variuos marketing events.

OURVALUES

- Recognize the technical needs of handloom weavers.
- Dedicate ourselves to reach everynook and corner of the state with a helping hand.

OUR COMMITMENT

- To provide all possible technical assistance in terms of design input, technical assistance /advice in weaving /dyeing/ printing etc. to weavers and all concerned in HandloomSector.
- To technically support weavers and others on a continuous basis for sustained development of the Handloom Sector.
- To visit the Handloom clusters for rendering technical assistance to weavers and other allied workers.
- To upgrade the skills of handloom weavers/workers in the field of design development /weaving /dyeing /printing under on-going in-house, Observatory and short term training and through SAMARTH (Scheme for capacity building in Textile sector) programmes.
- To encourage the weavers and organisations for participation in various marketing events.
- To assist the handloom weavers and organisations for registration under IHB scheme.
- To assist the implementing agencies in proper implementtaion of Small cluster development programme.
- To assist the weavers in getting the loans under MUDRA scheme.
- To assist the weavers and organisations to onboard in to E marketing platforms for marketing of handloom products including India Handmade portal.

Our Arms for Service:

1. DESIGN SECTION

- Textile Designers drawn from the best talent available in NIFT and other reputed Textile Designing schools are constantly engaged in preparing Paper Painted Designs and Computer Aided Textile Designs. These designs comprise both for weaving and for hand block or screen-printing. They attempt to preserve traditional designs by reviving them and or adopting them to their requirements of the market. These designs help in production of items both for domestic and export markets. Care is taken to see that the designs developed are within the discipline imposed by the types of yarn and weaving techniques as per requirements of the centre.

2. WEAVING SECTION

- Skilled weavers drawn from the main traditional weaving communities of the country man the Weaving Section. Qualified handloom / textile technologist supervise them. Facilities of prototype looms and weaving equipments are available in the Section. Fabrics in new designs and new textures are produced using different yarns like cotton, silk, wool, Linen, etc. The Section also undertakes simple improvements in looms and in the processes of weaving. Graph paper designs suitable for different varieties of fabrics are prepared manually and with the help of computer. Proto type Sample development is also carried out for handloom manufacturers and others as per their requirement .

3. DYEING AND PRINTING SECTION

- Fully equipped Dye Laboratory manned by experienced dyers and other qualified technical personnel capable of developing techniques in Dyeing and Printing is available in the centre. It carries out the experiments and develops new shades every now and then. It brings out number of shades in cotton, Silk and jute, Linen and other natural fibres for use in the field. It matches the shades for the production of the woven samples in the Weaving Section of the centre as per the shades given by the Textile Designers. It also undertakes dyeing of small lots of yarn for Handloom Weavers' Co-operative Societies and others. It also matches shades as per the request of any handloom manufacturer and provide the recipe.
- In Printing Section the experiments are carried for value addition on handloom fabrics which includes development of new shades and Layouts. Block Printing is done with synthetic and natural colors, which have been effectively used to obtain multiple effects of rare beauty. The Centre has expertise in Block Making and Printing.

4. STORES & LIBRARY

- A Collection of cloth Samples, photographs, books and periodicals dealing with various aspects of the textile industry is available in the section for reference and guidance to different sections and for the benefit of the visitors.

5. ADMINISTRATION SECTION

- This section looks after all Office Correspondence, Accounts and Establishment on Service Matters of the Staff Working in the Centre.

OUR ACTIVITIES / SERVICES

1. Development of Paper Designs/Computer Aided Textile Designs, Matching of shades and weaving proto type Cloth Samples

- Design section develops designs, motifs, patterns and prints, via in-house skills, on a regular /ongoing basis, through appropriate systems and train designers and synchronization of traditional designs etc., with modern and contemporary design. Weaving Section develops woven cloth samples on the basis of designs developed in the Design Section and also directly evolves as new creations with varied patterns, structures, colour combinations and combination of weaves and techniques etc. The Dyeing Section develops shades on different Textile materials used in Handlooms including natural and eco-friendly colors suitable for the industry.
- The Printing Section develops new block/ screen printed designs and layouts on cloth for use in the Industry based on the designs developed in the Design Section.
- The woven cloth samples and printed cloth samples developed in the respective sections are stored, maintained in the stocks and made available to the Industry at scheduled rates fixed by the Head of the Department i.e. O/o. Development Commissioner for Handlooms, New Delhi. The designs, samples developed are displayed in the exhibitions/workshops conducted at different places and the weavers are encouraged for their adoption in the Industry on an exclusive right base. Technical assistance and service is extended to the individuals, organizations in the Industry from the respective sections against their technical problems faced in the field of designing, weaving, dyeing and printing during evolving/executing the production at nominal and scheduled rates fixed by the Head Of the Department i.e. O/o. Development Commissioner for Handlooms, New Delhi. Technical guidance and service is extended to the Industry in diversified and value added productions. Weavers' Service Centre, Vijayawada also submit the designs /samples developed to the NCTD for display in the website of NCTD for the supply to the Industry.

2. Training :

- Weavers' Service Centre imparts Training on need basis through SAMARTH in 13 disciplines under Handlooms (Scheme for capacity building in Textile sector) of Ministry of Textiles. The training programme will be conducted only at a place where it is feasible, adoptable and useful.
- Short term in house training in weaving. Designing/ pattern making/ printing/ dyeing to students, weavers, master trainers, employees of State Handloom Agencies, Apex Bodies and others is conducted. Training is also conducted and supervised in the field wherever feasible. Service charges will be collected against such extension activities from the concerned.

3. Exhibitions :

- WSC sets up Theme pavillion in all National Handloom Expos where the demonstartion of weaving will be made available during the entire Expo period.The samples from different parts of India will also be displayed to make the visitors aware of the great handloom traditions.
- In house product display of the latest and unique samples,samples evolved on the basis of revival of traditional motifs, display of improvised and modern looms and their working is available in the Centre.Through its in-house exhibition,the membersof WSC make the visitors acquaint with the latest information required for the development of right fabric in right colour and for different market. The information on woven and selected designs by the visitors is provided with complete technical specifications like count of yarn,thread count, graph for jacquards, the weaving procedure to enable them to produce quality and design rich fabrics having greater market acceptability,the same idea is taken out door also.

4. Research & Development:

- R&D work is carried out for loom development, design development/ Modification, development of shadecards, matching of shades,natural dyes, and unique sample development the works that come out with these efforts are disseminated to the field. Extension services are provided through training Programmes and technical assistance and service both in-house and in the field.

5. Enforcementof Handlooms (Reservation of Articles for production) Act-1985

- Weavers' ServiceCentre visits the Powerloom Units to verify their production carried by the power loom units with reference to the Handloom(Reservation of Articles for Production) Act1985 from time to time to protect the interests of the Handloom Industry.

6 .Market Support

- It provides marketing support by way of nominating and forwarding Societies/ MasterWeavers for participation in DilliHaat, SurajKund Mela, TajMahotsav, Udaipur CraftMela and Shilparamam Craft Mela at Hyderabad & Visakhapatnam and also in District Handloom Expos, State Handloom Expos and in National Handloom Expos etc

7.Promotion of Excellence

- Recommends from the area of jurisdiction ,the crafts personnel for their outstanding skills in Handloom production and their contribution for development of craft for National Merit Certificate,NationalAward , Sant Kabir Award etc in the field of weaving, Designing and marketing to be presented by the Government of India.

8. Other Works

- Weavers' Service Centre, Vijayawada also attends various works connected with developmental and welfare activities of the Handloom Weavers and Industry from time to time entrusted by the office of Development Commissioner for Handlooms, New Delhi.

Further in addition to the above this office is being implementing various handloom welfare schemes for the benefit of Handloom weavers of Andhra Pradesh State. The details of handloom schemes are given below.

9. MUDRA Scheme:

The scheme aims to provide adequate and timely assistance from the banks to the handloom sector to meet their credit requirements for term loan & working capital in a flexible and cost effective manner across the country. The eligible beneficiaries to avail Loan are Individual Handloom Weavers/Weaver Entrepreneurs, Self Help Groups, Joint Liability Groups, Handloom organizations, including Primary Handloom Weavers' Co-operative Societies, Apex Handloom Weavers' Co-operative Societies, State Handloom Corporations and Special Purpose Vehicle (SPV)/consortia promoted by handloom weavers in Mega Cluster/Handloom Parks etc. Handloom Producer Companies. The Components are Margin Money Assistance to individual Handloom Weaver/Weaver Entrepreneur - Margin Money assistance @20% of loan amount, subject to maximum of Rs.25,000/- and Handloom organization - Margin money assistance @20% of loan amount, subject to maximum of Rs.20.00 lakh (margin money @Rs.2.00 lakh for every 100 weaver/worker). Additional margin money requirement, if any as per banking norms will be borne by the beneficiary Agency and the Margin money assistance to Primary Handloom Weavers' Co-operative Societies/Apex Handloom Weavers' Co-operative Societies/State Handloom Corporations will be provided on the recommendation of State Director of Handlooms. The Interest Subvention at Subsidized loans at concessional interest rate of 6% for a period of three years will be available to eligible handloom organizations only. However, this is subject to interest subvention cap only upto 7% by the GoI. Interest subvention as applicable will be provided maximum for 3 years.

10. Small Cluster Development Programme under NHDP.

Govt. of India, Ministry of Textiles, O/o the DCH, New Delhi has been regularly sanctioning the funds for development of the clusters. Under the small cluster development Programme an amount of Rs.2 Crore per cluster is sanctioned to a group of weavers having up to 500 Handlooms. These include interventions like Base Line survey, Diagnostic study, Formation of consortium, Awareness Programmes, Product development, Exposure visit, Participations in exhibitions/BSMs/Publicity. Documentation of cluster activities, service charges to designated agency, Project Management cost, Engagement of Textile Designer, wage compensation to the trainees for skill upgradation, incentives to IA will be fully funded by GOI excluding land cost. Interventions directly benefitting the individual weavers like HSS (Looms and accessories which include Electronic Jacquard and Automatic card punching machine etc) lightning units will be funded in the ratio of 90:10 by GOI: Beneficiary. Individual work-sheds for weavers belonging to SC/ ST/ Women/ Transgender/ differently abled-100% by GOI and for others in the ratio of 75:25 (Govt: beneficiary share). For common worksheds it is in the ratio of 90:10 (GOI: Beneficiary) and for Solar lightning for common workshed it is 90:10 (GOI: Beneficiary). These all are need based interventions.

11. Financial Assistance for interventions other than Assisted clusters

Financial assistance for components like up graded looms/accessories. Lightning units, construction of individual worksheds, engagement of textile designer, product development etc shall be provided on need basis to the weavers in areas/handloom pockets other than assisted clusters

12. Sant-Kabir Award (SKA)

Sant-Kabir Award is conferred to outstanding handloom weavers who are carrying on with the tradition and have made valuable contribution to the development of handloom sector. Any handloom weaver who is either a recipient of National or State Award, National merit certificate or a handloom weaver of extraordinary who has contributed significantly to the promotion, development and preservation of weaving tradition and welfare of weaving community and fulfilling eligibility criteria. This award consists of prize of Rs.3 lakhs and one mounted gold coin, one Tamrapatra, one shawl and a Certificate.

13. National Award.

Every year Govt.of India, Ministry of Textiles, confer National Award for handloom weavers for the best craftsmanship so as to motivate the weavers and to be continued in the weaving. This award consists of Rs.1,50,000/-, one Tamrapatra, one shawl, one smart phone and certificate. It will be conferred to best designers and the institution who made highest sales turn over by selling handloom goods. Particularly for women constituted this award in the name of Kamala DeviChattopadhyay in the year 2016 onwards.

14. India Handloom brand.

This scheme "India handloom brand" has been launched to endorse the quality of products in terms of raw materials, processing, embellishments, weaving, design and other parameter and environmental compliances for earning trust of the customers. This scheme is voluntary. All handloom agencies who are producing handloom products can apply for India handloom brand. After all textile testing by the textile committee, Mumbai, if all the quality parameter met the cloth produced by the party the "India handloom brand" certificate will be given to the party. This certificate is valued for three years after which it can be renewed.

15. Handloom Mark.

This scheme was launched by the Honorable then Prime Minister of India Dr.ManmohanSingh on 28.06.2006 for the promotion of handloom industry. This scheme is being implemented by the Textile Committee in co-ordination with this centre. Under this scheme handloom mark labels are being sold to registered users for affix it in their products so as to make authenticity of hand loom product in the market.

16. Raw Material supply scheme.(RMSS)

The Yarn Supply Scheme (YSS) with partial modification and renamed as Raw Material Supply Scheme (RMSS) has been approved for implementation during period from 2021-22 to 2025-26 with following objective and components.

To make available quality yarn & their blends to the eligible Handloom weavers at subsidized rates. To set the benchmark price and quality of yarn in the open market so that price remains within reasonable limits; consistent supply and quality parameters are maintained in the market. To overcome the poor dyeing facilities in the sector, supply of dyed yarn by Implementing Agency(IA), helping weaver in product diversification, and hence marketability of produce. To facilitate handloom weavers' engagement in the sector, help competing with Mill Sector, as handloom productivity is less compared to powerloom. The subsidies are :

Transport Subsidy Component: Freight reimbursement for transportation of yarn (All types) Price Subsidy Component: 15% Price Subsidy on Yarn (through DBT to linked bank account) with quantitative restrictions. 15% price subsidy will be available on cotton hank yarn, domestic silk, woollen and linen yarn and blended yarn of natural fibres with quantity restrictions.

The benefits would be available to the Individual weavers, Agencies in which weavers are members i.e. Self Help Groups (SHGs), Joint Liability Groups (JLGs) and Cooperative Societies, Handloom Producer Companies, Weavers Entrepreneurs: Entrepreneur, who is involved in actual weaving activity along with marketing and other activities & owns Handlooms in his/her premises, will be eligible weaver entrepreneur

17. Education of weavers/their wards through National Institutes of Open schooling (NIOS)/IGNOU:

National Institutes of Open Schooling & Indira Gandhi National Open University shall provide education to the handloom weavers and their children through open schooling and distance learning in handloom related subjects for their career progression. The fee shall be subsidized for SC, ST, BPL and women learners for admission in courses offered by IGNOU/NIOS..

18.Scholarship:

Financial Support as scholarship maximum upto Rs.2.00 lakh per annum shall be provided to handloom weavers/workers' children (upto 2 children) for study in 3/4 years Diploma/Under Graduate/Post Graduate courses of Central/State Govt. recognized, Central/State Govt. funded Textiles Institutions. (ii) They shall be paid tuition fee, admission fee, examination fee, other annual fee/ charges as charged by the academic institution plus Rs. 5,000/- p.m. as stipend, subject to maximum of Rs. 2.00 lakh per child per annum or actuals, whichever is less.

19. Pradhan Mantri Jeevan Jyoti BimaYojana.(PMJJBY)

The PMJJBY is an insurance scheme offering life insurance cover for death, due to any reason. The life cover is for a year from 1st June to 31st May and is renewable on year to year basis. All handloom weavers/workers' in the age group of 18-50 years are eligible.Rs.2.00 lakh will be payable on beneficiary's death due to any cause, for one year. Insurance coverage period from 1st June to 31st May. The annual premium of Rs.436/- will be shared as GoI share Rs.198/- State Govt./Beneficiary's share Rs.238/- Total Premium Rs.436/-

20. Pradhan Mantri Suraksha Bima vojana (PMSBY)

The PMSBY is an insurance scheme offering accidental insurance cover for death or disability. This cover is for a year from 1st June to 31st May and is renewable on year to year basis. All handloom weavers/workers in the age group of 18-70 years are eligible. The coverage for Accidental Death Rs.2,00,000/- Permanent Total Disability Rs.2,00,000/- Permanent Partial Disability Rs.1,00,000/- . The entire annual premium of Rs.20/- will be borne by the Govt.

21. Converged Mahatma Gandhi Bunkar Bima Yojana (Converged MGBBY)

The Converged MGBBY is an insurance scheme offering life and accidental insurance cover for death or disability for a closed group of handloom weavers/workers. This cover is for a year from 1st June to 31st May and is renewable on year to year basis. All Handloom weavers/workers in the age group of 51-59 years, who were already enrolled under the MGBBY on 31.05.2017 are eligible. No new enrolment of weavers in the 51-59 years age group will be done under the scheme. Thus, number of beneficiaries under the MGBBY will get reduced every year. Coverage is for Natural Death Rs.60,000/- Accidental Death Rs.1,50,000/- Total Disability Rs.1,50,000/- Partial Disability Rs.75,000/- The annual premium of Rs.470/- will be shared as GoI share Rs.290/- State Govt./Beneficiary's share Rs.180/- Total Premium Rs.470/-

22. Bunkar Mitra halpline.

To help the weavers the Govt.of India has set up helpline. The weaver can contact through toll free no of **18002089988** for their grievance regarding availability of raw materials, dyes, quality and marketing etc in Tamil, Hindi, English, Telugu, Kannada, Bengali and Assam languages.

In addition to the above said scheme still many schemes are being implemented by the Ministry of Textiles Govt.of India for the welfare of handloom Weavers.

23. NATIONAL CENTRE FOR TEXTILES DESIGNS (NCTD)

Weavers' Service Centre, Vijayawada is linked with the National Centre for Textile Designs.

24. Help and Guidance

•A complaint /grievance box is placed which may be used to drop a written complaint/grievance.The box will be opened and checked regularly for content(s),if any and appropriate action will be taken against complaints.However,if a complaint/grievance has not been attended to promptly or satisfactorily ,at the local level, the matter if found suitable may be considered to be taken up in writing with the following functionaries:

- 1. Director (SZ), Weavers' Service Centre, C.I.B, Rajaji Bhavan, Besant Nagar, Chennai-600090.***
- 2. The Additional Development Commissioner and Chief Vigilance Officer (Handlooms), Ministry of Textiles, Room No.57, Udyog Bhawan, New Delhi.***