

**CITIZEN'S CHARTER
WEAVERS' SERVICE CENTRE,
MUMBAI**

**GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
DEVELOPMENT COMMISSIONER FOR HANDLOOMS,
WEAVERS' SERVICE CENTRE
15-A Mama Parmanand Marg
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WEAVERS' SERVICE CENTRE, MUMBAI

ORGANISATIONAL PHILOSOPHY:

- WSC: - 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 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 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:

- To evolve more marketable products by interaction between expertise's available in the fields of weaving, designing and processing.
- To improve weaving techniques and accessories and appliances used in weaving.

- To improve techniques of processing.
- To train weavers by disseminating improved techniques and new designs by undertaking training programmes within the precincts of the Centre and in the field.
- To provide market support by arranging interface between designers, producers and buyers which include execution of sample orders.
- To solve problems arising in pre-loom, loom and post-loom processes and technologies.
- To arrange exhibitions, seminars, workshops focusing on new and improved designs, equipment's and processing techniques.
- To preserve and documenting traditional samples and designs for production and marketing.
- To implement various schemes in handloom sector of the Government of India and Providing assistance and interaction with State Government, handloom agencies such as Apex,primary co-operatives, State &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 avibrant focal point of development and growth of the handloom sector.
- Qualified technicalpersonnel in the discipline of design, dyeing, processing, weaving and necessary supportStaff.
- Need-based looms, accessories, allied equipment's 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.
- An excellent Dyeing Laboratory, Design Section, Weaving Section, Printing Section, Library and Documentation Section& Photography Section for sampledevelopment, training, expert guidance and for extension services.

OUR ARMS FOR SERVICE:

DESIGN SECTION:

Textile Designers drawn from the best talent available in art schools and Design colleges are constantly engaged inpreparing paper designs (Manual/CATD). These designs comprise both for weaving and for hand block orscreen 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 itemsboth for domestic and export markets. 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, dye stuffs and weaving techniques as per requirements of the sector. The core services are rendered from Weaver's Service Centre, 15-A Mama Parmanand Marg, Mumbai.

WEAVING SECTION:

Skilled and qualified weavers drawn from the main traditional weaving communities of the country in the Weaving Section. They are supervised by qualified textile technologists. Facilities of prototype looms and weaving equipment's are available in the Section. Fabrics in new designs, new textures and new technique are produced using different yarns. The Section also undertakes simple Improvements in looms and in the processes of weaving. The basic services are providing to relevant beneficiaries, agencies from Weavers' Service Centre, 15-A Mama Parmanand Marg, Mumbai.

DYEING LABORATORY:

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, Mumbai. 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 dye stuffs, 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 equipment's used in dyeing and testing methods. The basic services are providing to relevant beneficiaries agencies from Weavers' Service Centre, 15-A Mama Parmanand Marg, Mumbai.

PRINTING SECTION:

This Section carries out experiments in preparation of basic materials for hand block printing. Dischargeable and non-dischargeable dye stuffs have been effectively used to obtain multiple effects of rare beauty. Weavers' Service Centre has expertise in block and screen making and they cordially develop new design and pattern. Sizeable of hand-block and screen are attractive for use by Weavers and Handloom organizations. Services are providing to relevant beneficiaries' agencies from Weavers' Service Centre, 15-A Mama Parmanand Marg, Mumbai.

LIBRARY & DOCUMENTATION SECTION:

A collection of cloth samples, books and periodicals dealing with various aspects of the textile industry is available in these Sections. In an attempt to augment the resources of the WSC, there is a proposal to acquire a sizeable collection of books and periodicals to form a Library in the Weavers' Service Centre, Mumbai.

PHOTOGRAPHY SECTION

This Section has built up a valuable and informative source material of photographs depicting rare pieces of exceptional and traditional designs, costumes, fabric samples and also forms of art from Museums etc. Different techniques of production in weaving, dyeing, and Printing, are preserved in this section.

DESIGN RESOURCE CENTRE

Government has set up of Design Resource Centre at WSCs with view as below:-

- To build and create design oriented excellence in the handloom sector
- To provide complete array of services for customized design/product development
- To share the vast inventory of quality designs developed by WSCs all over India
- To make the design and resources available to exporters, manufacturers, weavers and other stake holders
- To provide a pleasant environment for visitors, Designers, exporters as well as weavers and learners

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, weaver's cooperatives, 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) Designers delight from various sources e.g. Museums, Temples, Palaces Havelis Houses State/National Archives Private Collectors College of Arts/crafts Caves, Book of Art & craft & Handicrafts (carvings, wood, metal, stone, ivory, etc.), Societies/Corps. /Associations/ Guilds/Journals/ Manuscripts miniature Paintings/ Antique furniture/Potteries/Tombs /Series of Art & Industry Collections /Cataloguing Books e.g. Sir Fort Watsons collection, symbols and portrayals of festivals, and mythologies World-wide. Utmost care is taken to assess its market worthiness. Help of CATD is taken to perfect the colour and design combination and suitability of fabrics.

- Maintain and update an inventory/ data bank / warehouse of designs, motifs, patterns, prints, etc. and display developed samples in exhibition halls. Exhibition of exclusive designs is held in a regular manner during design work shop for the public for sale.

- 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 is linked with the National Centre for Textile Design in order to provide information to weavers in terms of fast changing consumer preferences, fashion trends and technological developments in the means of communication both within and outside the country. Weavers Service Centre online activities with NCTD 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 preferences, forecasts of fibre blends, weaves, fabric structure, motifs and print idea for printed fabrics. WSC has linkages with Export 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 data base of reputed handloom manufacturers, fibre suppliers, spinners and yarn makers, machinery and fashion accessories suppliers, garment manufacturer etc. The offline activity of the WSC in consultation with NCTD involve fabric collection, cataloguing 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.
- WSC holds 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 throughout India in order to sustain and excel in the quality aspect and to promote the marketing of handloom products on a sustained basis.

TRAINING:

Block Level Cluster

- Weavers' Service Centre impart training in Block Level Clusters through NHDP Scheme to semi-skilled and skilled weavers for product development, product diversification and improvement in productivity, in dyeing technique and design development on looms to the beneficiaries within the jurisdiction of Weavers' Service Centre, 15-A Mama Parmanand Marg Mumbai.

Outside BLC

.Weavers' Service Centre imparting SAMARTH training to those handloom pockets which were not covered in BLC. Hence, the Distribution of HSS items under CDP as per new guidelines also will undertake by this centre on a limited target basis for the financial year 2021-22.

SAMARTH Scheme

- Weavers' Service Centre impart training for capacity building in Textiles Sector under SAMARTH Scheme to semi-skilled and skilled weavers for product development, product diversification and improvement in productivity, in dyeing technique and design development on looms to the beneficiaries within the jurisdiction of Weavers' Service Centre, 15-A Mama Parmanand Marg Mumbai.
- Short term and observatory in-house training in weaving, designing, Dyeing and Printing to students, weavers, master trainers, employees of State Handloom Corporations, Apex Bodies and others providing in Weavers' Service Centre, 15-A Mama Parmanand Marg Mumbai.

EXHIBITION:

- 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, thread count, 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.

RESEARCH AND DEVELOPMENT:

- R&D work is carried out for loom development, design modification, development of shade cards, natural dyes, unique sample development, and is available at reasonable prices in WSC. Extension services are provided through training programmes or at very reasonable charges.
- To look into the usability, manufacture and improvement of materials used in the handloom industry and other trades or industries allowed therewith including designing, dyeing, bleaching, finishing, printing and chemical stores, etc.
- To assess the utilization of the products of the handloom industry as well as to assist members in the execution of sample orders.
- To do in house work for the improvement of various machinery and appliances used by the handloom industry and other trades or industries.
- To investigate into and help improvement of various processes of manufacture with a view to securing greater efficiency, rationalization and reduction of costs.

MARKET SUPPORT:

- It provides marketing guidance in coordination with State and Central Government, e.g., nominating and forwarding societies/master weavers for participation in Dilli Haat, Surajkund Mela, Taj Mahotsav, Udaipur, Shilparamam- Hyderabad, Patiala utsav, Craft Mela etc.

PROMOTION OF EXCELLENCE:

- Recommends, from their area of jurisdiction, master weavers, designer, cooperative and others making outstanding handloom product/design/sales for National merit certificate/National Award/Sant Kabir Award & Kamala Devi Chattopadhyay Award especially for women to be presented by the President of India.

Organizing promotional activities in the newly set up DRC

• With a view to build and create design oriented excellence in the handloom sector each weavers service centre having DRC assigned to conduct calendar year activities for promotion of handloom, Designs and displaying of their inventory of handloom products. In order to achieve the same objective WSC,Mumbai organised workshop, symposium, seminar orientation programs in pre decided scheduled with handloom weavers,awardees, stake holders,exporters, designers as well as academic institutions which relate to handloom/textiles/art/design.

HELP AND GUIDANCE:

- A complaint / grievance sends to 24x7 Bunker Mitra-Handloom Helpline for Handloom Weavers' Toll Free Number 18002089988.
- 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.
- 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

The Additional Development Commissioner and Chief Vigilance Officer (Handlooms), Ministry of Textiles, Room No.57, Udyog Bhawan, New Delhi.

Or

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

Or

The Zonal Director, Weavers' Service Centre, 15-A, Mama Parmanand Marg,
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