

**CITIZEN'S CHARTER  
WEAVERS' SERVICE CENTRE  
SALEM**



**GOVT. OF INDIA  
MINISTRY OF TEXTILES  
WEAVERS' SERVICE CENTRE  
I.I.H.T Campus. Thillainagar  
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# WEAVERS' SERVICE CENTRE, SALEM

## 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 / printing under on-going in-house short term training programmes and also at field level in Clusters through different schemes like NHDP / CHCDS etc.

## 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 expertises'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 act as study Centre of NIOS for the Handloom Weaving course to continue education for the school dropout weavers & their children
- To arrange exhibitions, seminars, workshops focusing on new and improved designs, equipments and processing techniques.
- To preserve and documenting traditional skills and revival of traditional skills and revival of traditional designs for production and marketing.
- To implement 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 including electronic jacquard 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 for Design Sample development, training, expert guidance and for extension services.

### **OUR ARMS FOR SERVICE:**

#### **DESIGN SECTION:**

• Artists drawn from the best talent available in art schools and Design colleges 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. This Centre has 'Arahne' Software for making designs for Saree, Dress Materials Home Furnishing and Wall Hanging Design(Photo Image on Fabric)etc., 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. This core service is rendered from Weaver's Service Centre, I.I.H.T Campus, Thillainagar, Salem.

#### **WEAVING SECTION:**

• Skilled weavers drawn from the main traditional weaving communities of the countryman the Weaving Section in WSC, Salem. 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 has Electronic Jacquard working with solar power and motorised lifting devices for easy weaving. This Centre also undertakes simple improvements in looms and in the processes of weaving. Innovative handlooms & accessories developed by others from the industry are also installed in the section to create awareness among visitors to this Centre. Attempts are being made to produce Technical Textiles on handloom by modifying existing loom. Modified Stainless Steel Sample loom has been developed by this Centre for imparting on-loom finishing during the weaving process. This core services is rendered from Weaver's Service Centre, I.I.H.T Campus, Thillainagar, Salem.

#### **DYEING LABORATORY:**

- Fully equipped Dye Laboratory manned by qualified technical personnel capable of developing yarn & cloth techniques in processing are available in WSC Salem. These Laboratories bring out number of shade cards for silk and cotton 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, blending, dyeing etc. and the equipments used in dyeing and testing methods. This core services is rendered from Weaver's Service Centre, I.I.H.T Campus, Thillainagar, Salem.

#### **PRINTING SECTION:**

- This Section carries out experiments in preparation of basic materials for hand block printing & Screen Printing. Dischargeable and non-dischargeable dye stuffs have been effectively used to obtain multiple effects of rare beauty. Sizable quantity of hand-block and screen are available for use by Weavers and Handloom organizations.

#### **LIBRARY & DOCUMENTATION SECTION:**

- A collection of cloth samples, books and periodicals dealing with various aspects of the textile industry is available in this Section. 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 big Library of the Weaver's Service Centre, I.I.H.T Campus, Thillainagar, Salem.

#### **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 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 create designs 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/ Corporations /Associations /Guilds /Journals Manuscripts miniature Paintings/ Antique furniture /Potteries/ Tombs / Series of Art & Industry Collections /Cataloguing Books eg. 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 Display Hall / Exhibitions.
- 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 CATD design, swatches and samples.

#### **TRAINING:**

- Weavers Service Centre impart training through various existing Schemes to semi-skilled and skilled weavers in weaving for product development, product diversification and improvement in productivity. Training also imparted in dyeing& printing techniques and design development on looms for the beneficiaries within the jurisdiction of Weaver's Service Centre, I.I.H.T Campus, Thillainagar, Salem.
- Short term in-house training in weaving, designing/pattern making and processing to students, weavers, master trainers, employees of State Handloom Corporations, Apex Bodies and others provided in Weaver's Service Centre, I.I.H.T Campus, Thillainagar, Salem.
- Weavers Service Centre impart training through SAMARTH Scheme which is 'Scheme for Capacity Building in Textile Sector (SCBTS)' to promote skill upgradation in the traditional sectors of handlooms.

#### **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, eg., nominating and forwarding societies/master weavers for participation in Dilli Haat, Suraj Kund Mela, Taj Mahotsav, Udaipur, Shilparamam- Hyderabad, Patiyala utsav, Craft Mela etc.
- Provides support in e-marketing like GeM (Government e Marketing Portal) and E-Shilpmart Portal. Conducts Workshop for creating awareness, helps in registering Handloom Cooperative Societies, individual weavers, and handloom entrepreneurs.

#### **PROMOTION OF EXCELLENCE:**

- Recommends, Weavers, Designers and Handloom Marketing people for contribution outstanding in handloom production for National Award to be presented by the President of India.

#### **BRANDING & PROMOTION**

- India Handloom Brand launched by O/o DC Handlooms, Ministry of Textiles, is promoted by creating awareness among public. Registrations are done by collecting samples and sending it for testing at Textiles Committee, Mumbai and carrying out on-site verification & surveillance.
- On-site verifications are also done for Handloom Mark registration.
- Geographical Indication act is being implemented to preserve the traditional handloom varieties of a geographical location and also protects from duplicity of the authentic handloom variety.
- Periodic Powerloom inspections are being carried out to check for any violation of the Handloom Reservation Act.
- Also helps in protecting the languishing handloom crafts by means of revival / reformation of handloom products.
- Promotional activities on government ideologies are being carried out like Swachata activities for Clean India and also on digital payments methods for Digital India.

#### **HELP AND GUIDANCE:**

- A complaint / grievance box shall be placed which may be used to drop a written complaint/grievance. The box will be opened and checked daily for contents(s), if any.
- A Bunkar Mitra Helpline number is being announced by Government of India for providing technical assistance to the Handloom weavers in relation to raw material supply, availing credit facility, Quality Control, access to market linkage and information to various schemes & procedure to avail benefits.
- Common Facility Centres are being constructed in various Block Level Clusters for the benefit of the handloom weavers of the locality for their pre and post loom activities.
- Common Service Centres are being located in WSCs and in various places as the access point for delivery of essential public utility services.

- 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;

The Zonal Directors ( South Zone), Weavers' Service Centres, C1B, Rajaji Bhavan, Besant Nagar, Chennai, Tamil Nadu 600090, Phone No. 044-24917964 / 24918655 Fax No. 044-2446501 / 24916707  
Email: wscchennai@yahoo.co.in

Or,

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

Or,

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

Or

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