



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

GOVERNMENT OF INDIA  
MINISTRY OF TEXTILES  
OFFICE OF THE DEVELOPMENT COMMISSIONER  
(HANDLOOMS)

**WEAVERS' SERVICE CENTRE**

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## **WEAVERS' SERVICE CENTRE,** **CHENNAI**

### **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 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 designers/weavers/Dyers/printers and all other 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 organize awareness camps with a view to create awareness among the weavers and allied workers about the handloom schemes and about the services available in WSCs.
- ❖ To upgrade the skills of handloom weavers/allied workers in the field of design development/weaving/dyeing & Printing under in-house short-term training programmes and in the field under SAMARTH Scheme or any other scheme from time to time.

## **TARGET CLIENTELE**

Our Services are offered primarily to the Weavers' Co-operative Societies, Master Weavers, Individual weavers, dyers, printers and allied workers of the Handloom Sector of the following Districts of Tamilnadu and UTs of Puducherry (Except Mahe and Yenam) and Andaman & Nicobar Islands.

Ariyalur, Chennai, Cuddalore, Dindigul, Kallakurichi, Kanniyakumari, Madurai, Mayiladuthurai, Nagapattinam, Pudukkottai, Ramanathapuram, Sivagangai, Tenkasi, Thanjavur, Theni, Thoothukkudi, Tirunelveli, Thiruvarur, Viluppuram, and Virudhunagar.

Apart from the above, Handloom Export Promotion Council, Tamilnadu Handloom Weavers' Cooperative Society Ltd., Tamil Nadu Handloom Development Corporation, National Institute of Fashion Technology, Educational Institutions teaching Textile Design/Fashion Design, Private Exporters of the Industry etc. are also our clients.

## **OUR OBJECTIVES**

- ❖ Design Development for weaving and printing.
- ❖ Product development to evolve more marketable handloom products by integration between expertise available in the fields of weaving, designing and processing.
- ❖ In improving weaving techniques and accessories 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 improving market support by arranging interface between designers, producers and buyers which include execution of sample orders.
- ❖ In solving problems arising in pre-loom, loom and post-loom processes and technologies.

- ❖ In arranging exhibition seminars, workshops, awareness camps, focusing on new and improved designs, equipment and processing techniques.
- ❖ In preserving and documenting traditional skills and revival of traditional designs of production and marketing.
- ❖ In implementing various schemes in handloom sector of the Government of India & providing assistance to handloom sector and interaction with the State Governments, handloom agencies such as Apex and Primary Cooperatives, corporations etc. 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, processing, and weaving with necessary supporting 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, innovations, appliances and accessories used by the weavers.
- ❖ Excellent collection of paper designs and fabric samples to choose from for commercial production.
- ❖ An excellent Design Section, Weaving Section and Processing Section, for design and sample development, training and expert guidance for extension service.

## **OUR ARMS FOR SERVICE**

### **DESIGN SECTION**

Textile-Designers drawn from the best talent available in art institutions/colleges are constantly engaged in preparing paper painted designs and Computer Aided Textile Designs. The designs are suitable both for weaving and block & Screen Printing. The focus is on preserving traditional designs by adopting them to the requirement of both domestic and international markets. Care is taken to see that the designs are developed within the restrictions imposed by the types of yarn, structure & texture of end products and weaving techniques as per needs of the sector.

### **WEAVING SECTION**

Skilled weavers and supporting staffs work in the section and they develop new cloth samples with new designs, different structures & textures and weaves using various kinds of yarns. They are guided and supervised by qualified handloom/textile technologists. Various types of looms, preparatory machines for winding and warping are available in the section with accessories. This section provides technical assistance in preparatory and weaving processes including cloth analysis. Facilities for making prototype samples and graph designs are available. The Section also undertakes simple improvement in looms and in the process of weaving.

### **PROCESSING SECTION**

The Processing section is available in the same premises of the Centre. Skilled & talented dyers and printers work in the section and they are guided and supervised by the qualified textile technologists.

The dyeing lab is fully equipped for manual dyeing and manned by experienced dyers and other qualified technical personnel capable of dyeing any kinds of natural textile fibres with all kinds of dyes in cost effective manner. This section develops new shades for cotton, viscose rayon, linen, jute, silk, wool & other natural fibres and this section brings out shade cards of cotton and silk. These shade cards illustrate several shades in use in the field of handlooms and gives details of dyeing recipes, method of application of dyes, temperature, time & pH range to be maintained for dyeing and information on fastness properties of dyes for each shade. These shade cards also provide information on preparatory processes viz. De-gumming, Scouring and Bleaching. All processing and dyeing of yarn, by matching the shades of

designs prepared by the Design Section, is undertaken in this dyeing Laboratory for all sample production work of Weaving Section.

The Printing Section carries out experiments in hand block printing as well as screen printing on different textiles with various styles of printing like Direct, Discharge, Resist and traditional works like Kalamkari, Tie-Dye & Batik. Dischargeable, Non-dischargeable chemical dyes and natural dyes are effectively used to obtain multiple effects.

## **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 system and trained designers and synchronization of traditional designs, etc., with modern and contemporary motifs. Development of in-house designs is undertaken for this purpose based on:
  - Specific demand from Apex societies, Weavers cooperative societies, Institutions, Exporters, Manufacturers or private persons.
  - As per the demand of the international market in terms of colour, design and fashion forecast.
  - Revival of market-worthy traditional motifs.
  - Textile designers delight from various sources, e.g. Museums, Temples, Palaces /Havelis / State Houses /National Archives/ Private Collectors /College of Arts/Crafts/Caves/Book of arts/Artefacts & Handicrafts (carving, wood, metal, stone, ivory, etc.) Guild of Journals/ Manuscripts/Miniature Paintings/ Antique Furniture/Potteries/ Tombs/Series of Art & Industry Collections/Cataloguing Books, e.g. Sir Fort Watson collection, symbols and portrayals of festivals and mythologies. Utmost care is taken to assess its market worthiness. CATD is also used 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 the developed samples in display halls and exhibitions e.g. National Level Handloom Expos & National Level Special Handloom Expos etc.

## **SUPPLY OF PAPER PAINTED DESIGNS**

- ❖ The paper painted designs developed by the Design Section are provided to Customers like, M/s. Co-optex (Apex Society), Primary Weavers' Co-operative Societies, Master Weavers, individual private weavers and exporters at a nominal minimum charge of Rs.50/- for a normal & simple pattern and maximum Rs.1000/- for Wedding saris or any other special designs-as per the Schedule of charges approved by the Office of the Development Commissioner for Handlooms.

## **SUPPLY OF COMPUTER AIDED TEXTILE DESIGNS**

- ❖ Computer Aided Textile designs are also developed by the skilled textile designers and provided to needy customers as per approved formula of Schedule of Charges.

## **SUPPLY OF GRAPH DESIGNS**

- ❖ The paper painted designs or CATD designs meant for weaving are converted into Graph Designs in the Weaving Section as per the need of the end products for the customers. The pattern making charges are charged as per the schedule of charges. The minimum charge for a graph design is as per the schedule of charges.

## **WOVEN FABRIC SAMPLES**

- ❖ Fabric samples are developed in various designs, weaves and textures through different techniques in Weaving Section and are provided to customers as per their requirement. The samples supplied to the customers are nominally charged as per the approved formula of Schedule of Charges.

## **JACQUARD CARD CUTTING & LACING**

- ❖ Graph Making, Card Cutting and lacing is carried out for jacquard designs for the needy customers as per the approved formula of schedule of charges.

## **PROCESSING SAMPLES**

### **DYEING SAMPLES**

- ❖ Matching of shades, sample dyeing, scouring, de-gumming, finishing-in general, processing of various fibres in yarn/ fabric form-is

undertaken as per the requirement of the customers by the Processing Section. Charging is done as per approved formula of Schedule of Charges.

### **SHADE CARDS**

- ❖ Cotton and Silk shade cards are available for sale. The shade cards are provided to needy customers like weavers, dyers, printers, apex societies, primary weavers co-operative societies, exporters etc. at the approved cost.

### **PRINTING SAMPLES**

- ❖ Block printing and Screen printing are undertaken in the printing section. Printing Section continuously develop designs and new effects, using block, screen, stencil, tie & dye or batik, wave printing, etc. The newly developed samples are provided to customers as per their requirements based on the Schedule of charges. The charges for printing are based on the dye used, number of colours and designs, and coverage & styles of prints and size & type of the fabric. Charging is done subject to a minimum charge per sample as per the schedule of charges.

### **TECHNICAL ADVICE / ASSISTANCE**

- ❖ Technical advice or assistance is provided to needy customers with minimum service charges of Rs.200/- per technical assistance/advice on the following technical aspects. The additional charges are based on the approved formula in the Schedule of Charges.
  - To provide technical specification details
  - Sample wet processing like Scouring, Degumming and Bleaching etc.
  - Sample Dyeing and Printing of natural textiles.
  - Demonstration on traditional Tie-dye, Batik and Kalamkari printing.
  - Matching of Shades
  - Correction of shades etc.
  - Problem solving in Weaving & Processing etc.

### **TRAINING**

#### **IN-HOUSE TRAINING**

- ❖ Short term/Observation in-house training are given in the field of designing, weaving and processing to the handloom weavers, dyers



printers, exporters, entrepreneurs, textile students from various institutions/colleges etc.

### **FIELD TRAINING**

- ❖ This centre impart skill-upgradation training to the weavers, allied workers and semi-skilled weavers in weaving, design developments, dyeing and printing under SAMARTH Scheme or under any other scheme from time to time.

### **EXHIBITION**

- ❖ In-house product displays of the latest and unique samples, samples drawn on the basis of revival of traditional motifs, display of improvised and modern loom and their working. Through its in-house exhibition the officials 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 visitors is provided with technical specifications like count of yarn, reed count, picks per inch, etc. to enable them to produce quality and design enriched fabrics having greater market acceptability. The same idea is taken out door also.

### **MARKET SUPPORT**

#### ❖ **MELAS AND EXPOS**

This centre is providing the assistance for marketing guidance in co-ordination with State and Central Government, e.g. nominating and forwarding the eligible Weavers for participation in marketing events viz. Dilli Haat, Melas and Exhibitions.

#### ❖ **E-COMMERCE.**

E-marketing is emerging as a new marketing channel with high potential. E-marketing is also highly popular with the younger generation customers. Therefore, in order to promote marketing of handloom in general and to reach the customers of younger generation in particular, a policy frame work has been prepared by the O/o Development Commissioner (Handlooms), New Delhi to promote e-marketing of handloom products in a transparent, competitive and effective manner. The policy frame work has been developed with the key objectives of promoting the interests of both the producers of handloom products as well as the consumers.

This office provides assistance for linking of handloom weavers, manufacturers of handloom products etc. with the approved e-commerce platforms and Government eMarketing place.

### **PROMOTION OF EXCELLENCE**

- ❖ Recommends the eligible handloom weavers, Designers, Marketers of handloom products for Sant Kabir Award, National Award and Kamala Devi Chattopadhyay Award.

This office conducts the Zonal Level Selection of entries for the Sant Kabir Award, National Award and Kamala Devi Chattopadhyay Award and recommends to the Headquarter Level Selection Committee.

### **RESEARCH & DEVELOPMENT**

- ❖ Research & Development work is carried out for design modification, development of shade cards, natural dyes, sample development and these are available at reasonable price.
- ❖ To investigate into and help improvement of various processes of manufacture with a view to securing greater efficiency, rationalization and reduction of costs.

### **HANDLOOM MARK**

"Handloom Mark" which provides a collective identity to the handloom products can also serve as a guarantee for the buyer that the product being purchased is genuinely hand woven along with popularization of products. This would be a hallmark of powerful creative work that defines the product with clarity, distinguishing it from competition and connecting it with customers. Textiles Committee has been engaged as the Implementing Agency for the Handloom Mark scheme across the country and this office is co-coordinating for the implementation of this scheme under the jurisdiction of this office.

### **INDIA HANDLOOM BRAND**

Recognizing the unparalleled uniqueness and fineness of Indian handloom products, "India Handloom Brand (IHB)" was launched by the Govt. of India for generating a special space for handloom products.

The centre receives the applications with samples from the applicants and forwarding the same to the Textiles committee for testing. On-site verification as specified in standard operating procedure of the scheme is done by this office and report is sent to the Textile Committee. The evaluation committee recommends the application/sample which meets the quality standards and environmental and social compliances. The registration is then granted to the applicant.

## **GEOGRAPHICAL INDICATION**

Geographical Indication is an Intellectual Property Rights (IPRs), which identifies a good as originating in a certain region, where a given quality, reputation or other characteristics of the products essentially attributable to its geographical origin. The GI Act stipulates protection of these unique products through registration. GI registrations confer legal protection to the geographical Indication and prevents its unauthorized and promotes economic prosperity of goods produced in a geographical territory. Geographical Indication Help Desk is established in the centre to provide assistance in the matters related to Geographical Indication of Handloom products.

## **BUNKAR MITRA HELPLINE**

Ministry of Textiles, Govt. of India, New Delhi has launched a Handloom Helpline with a toll-free No: **18002089988** with an aim to offer a single point of contact to all handloom weavers across the nation for seeking guidance & for addressing their queries and also to provide the assistance to the handloom weavers. The handloom weavers can contact the toll free number for their queries regarding assistance on technical issues and guidance for raw material supply, availing credit facility, quality control, marketing linkages, information about various handloom schemes and procedure to avail benefits. The service is available in English, Hindi, Tamil, Telugu, Kannada, Bengali and Assamee languages.

## **HELP AND GUIDANCE**

- ❖ A complaint/grievance box is placed in the office which may be used to drop a written complaint/grievance.
- ❖ All efforts will be made to redress grievances. However, if a complaint/grievance has not been attended to promptly or satisfactorily, at the local level, the matter may be considered and to be taken up in writing with the following functionaries: -

**The Additional Development Commissioners (Handlooms),**

Grievance Officer,

O/o Development Commissioner (Handlooms),

Ministry of Textiles, Govt. of India,

Udyog Bhawan, New Delhi -110 011

(OR)

**The Development Commissioner (Handlooms),**

O/o Development Commissioner (Handlooms),

Ministry of Textiles, Govt. of India,

Udyog Bhawan, New Delhi – 110 011

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