

**Chirala Handloom cluster**  
**IMPLEMENTING AGENCY: APCO, HYDERABAD**  
**PROGRESS REPORT [2007-08] & [2008-09] [UPTO APRIL 2009]**

2007-08

Amount sanctioned: Rs 103.525 Lakhs

Amount Utilized: Rs. 84.81

% Utilization: 81.92

2008-09

Amount Sanctioned: Rs 27.50 Lakhs

Amount Utilized: Rs 10.09 lakhs

% Utilisation 36.69

2007-08 - Updated till April 2009						2008-09					
Sr. No.	Physical Activity [NOTE: The Activities mentioned in Bold below are also the activities sanctioned for 2008-09]	Phy. Target [Freq/No]	Phy Ach. [07-08]	Fin. Target [Rs. In lakhs]	Fin. Ach. [07-08] [Rs in lakhs]	Remarks	Physical Target [Freq/No.]	Phy.Achievement [Apr.08-Apr.09]	Fin. Target [In Rs Lakhs]	Fin. Achievement [Apr.08 to Apr.09]	Remarks
1	2	3	4	5	6	7	8	9	10	11	
<b>1</b>	<b>Financial linkage / meetings</b>										
1.1	<b>Meetings with Bankers / Financial institutions</b>	10	1	1.00	0.05	Financing to the weavers being taken up in DLC meetings convened at District Headquarters. SHG's financial assistance given @Rs.50,000/- to 31 SHGs. 135 SHGs formed.	10	8	1.50	1.51	Seven awareness meetings were conducted covering 350 weavers and one bankers meeting conducted and also regularly meeting the concerned bank managers.
<b>2</b>	<b>MARKETING</b>										
2.1	Market Survey by Consultant	1	1	3.00	0.90	M/s. MMRC (Marketing & Management Research Consultancy), Hyderabad carried out the Market Survey. Draft Report submitted to MD. Modification advised.					
2.2	<b>Buyers and Sellers meet with in the cluster</b>	2	1	2.00	2.00	Two BSMs attended - Rs.1.70 lakhs stocks sold.	5	4	10.00	6.16	One BSM at Chennai, Three Exhibition has conducted at Hyderabad, and two Exhi. cum BSM's at Ahmedabad and Bangalore and achieved sales of 7.30 lakhs.
2.3	Exhibition cum Sales outside the cluster	4	13	8.00	9.32	Participated in 13 exhibitions and sold Rs.31.58 lakhs of stocks. The above buyer seller meet is being clubbed with Exhibitions.					
2.4	Interface with Exporters / workshops	1	1	2.00	0.27	Workshop has been conducted with support from HEPC, Chennai and with exporters of Hyderabad.					
2.5	<b>Mobile sales for 45 days in a year</b>	1	1	1.50	0.29	10 different villages of Prakasham District covered within 10 days on mobile vans. Sales worth Rs.1.29 lakhs.	1	0	1.00	0	
2.6	<b>Publicity - Brochures &amp; Hoardings and Local Channels</b>	3	2	3.00	1.54	Hoardings put up at Chirala (nearest town), in the cluster and on National Highway route - Ms.Venkey Arts, Nellore has carried out the work. Advertisements brought out in local newspaper and in National Daily viz; Indian Express during Dussehra festival.	3	2	1.50	0.15	Brouchers has been prepared and publicity done through local news papers about the cluster development programme and its progress was given under 2007-08 activity.
2.7	Web-Portal	1	1	0.50	0.50	Common web portal created by NRA.					
<b>3</b>	<b>Product Development / Diversification</b>										
3.1	<b>Engagement of designer</b>	1	1	2.00	1.90	Designers viz; Mrs. PN.Sudha & Shri Uday Bhaskar resigned in Oct 07 and May 08 respectively. New Designer appointed from Jan.08. 37 designs provided by the designers.	1	1	3.60	0.40	Sri. K.Umamaheswarao has resigned from 12 th March,2009. There is no desinger at present for the cluster.
3.2	Engaging 2 local designers / experts for monitoring transformation of designs into sample products	2	2	2.00	0.40	Local designer engaged since August 07. Second one from Feb.08 onwards to monitor the transformation of the paper designs into woven products.					

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	1	2	3	4	5	6	7	8	9	10	11
3.3	<b>Product Development by converting paper designs into woven products.</b>	1	1	4.00	4.88	Designs developed by designers converted into samples by engaging an Expert Weaver on a separate loom equipment (i.e., with all necessary accessories & machinery). 31 new designs were developed.	1	1	5.00	0.86	New designs and products are developing regularly with the designs developed by the designer in the cluster and WSC, Vijayawada and local designers. Umamaheshwar Rao had developed 22 paper designs. 4 have been converted into fabric and other 4 are on looms for sample development.
4	Replacement of Accessories - Healds, Reed										
4.1	<b>Quality improvement through replacement of important accessories like healds and reed set of existing 500 looms @ Rs.1000.00 per loom</b>	100	7	1.00	0.03	Largely in the cluster weavers are working for Master weavers. Reeds & Healds being supplied to independent weavers. 93 reeds and healds supplied to individual weavers.	100	0	1.00	0	One weavers SHG's MAC Society registration is under progress, and this component is utilised for them.
5	<b>TRAINING / WORKSHOPS</b>										
5.1	Workshop on Natural Dyeing	2	2	2.00	0.33	Two workshops on Natural Dyeing conducted for 243 weavers with the help of Shri K.Gopal of WSC and M/s Sir Natural, Pune in co-ordination with NHDC, HYD.					
6	<b>Institutional strengthening</b>										
6.1	<b>Formation of SHGs and New Co-operative societies</b>	50	70	1.50	1.50	70 SHGs formed. 240 weavers covered and got loan of Rs.12.00 lakh.	50	65	2.00	0.88	Formation of SHG's is regular process and 9 co-operative societies registration is also under progress.
6.2	<b>Formation of Association / Consortium with SHGs, Master weavers &amp; Co-operative societies</b>	2	1	1.00	0.00	One Master Weavers Consortium has been formed named The Consortium of Epuripalam Handloom cluster & registered under society Act.	1		0.20	0.05	Formation of one SHG's association (MAC Society) registration is under progress.
6.3	Exposure visit to successful clusters (Kanoor, Trivandrum, Karur and Trichy)	2	2	4.00	4.07	Two exposure visits to Kerala & Tamilnadu done with 70 weavers, master weavers. Weavers learnt about the new product that can be diversified as export varieties.					
6.4	Awareness meeting	10	15	1.00	1.10	Awareness meetings conducted with stake holders to create awareness among weavers and master weavers for formation of SHGs and their active participation in the cluster development scheme for different benefits under the scheme.					
7	<b>Corpus for Raw Material</b>										
7.1	Yarn Corpus - NHDC [MGPS]	1	1	5.00	5.00	Yarn worth Rs.135.00 lakhs supplied to weavers so far up to April 2009.					
8	<b>Monitoring</b>										
8.1	<b>CDCC meetings</b>	5	2	0.25	0.08	Two CDCC meetings conducted for review.	4	1	0.20	0.03	CDCC meetings was conducted under the Vice Chairmanship at Chirala on 28-3-2009.
9	<b>Establishment of CFC</b>										
9.1	CFC	1	1	26.00	20.03	The CFC & Dye House construction completed. Machinery /					
9.2	Dye House	1		32.78	30.62	Equipments are installed. Expected commencing from 2nd week					
	<b>GRAND TOTAL</b>			<b>103.53</b>	<b>84.81</b>						
						<b>Activities 2008-09</b>					

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	1	2	3	4	5	6	7	8	9	10	11
10						<b>Product Catalogue</b>	1		0.50	0	It is ready and shall be produced during the review meeting.
11						<b>Handloom Mark Registration</b>		1	1.00	0.05	Handloom Mark awareness meeting has been conducted on 30th March 2009.
						<b>GRAND TOTAL</b>			<b>27.50</b>	<b>10.09</b>	