

Madhavaram Handloom cluster
IMPLEMENTING AGENCY: APCO, Hyderabad
PROGRESS REPORT [2007-08] & [2008-09] [UPTO May 2009]

2007-08

Amount Sanctioned: Rs 93.43 Lakhs

Amount Utilized : Rs 80.17

% utilization : 85.81

2008-09

Amount Sanctioned: Rs 39.48 Lakhs

Amount Utilized: Rs 23.15

% of Utilisation :58.64

2007-08						2008-09					
Sr No	Physical Activity [NOTE: The Activities mentioned in Bold below are also the activities sanctioned for 2008-09]	Physical Target [Freq/No]	Phy Achievement [07-08]	Financial Target [Rs. In lakhs]	Fin. Achievement [07-08] [Rs in lakhs]	Remarks	Physical Target [Freq/No.]	Phy.Achievement [Apr 08-May 09]	Fin. Target [In Rs Lakhs]	Fin. Achievement [Apr 08.- May 09]	Remarks
	1	2	3	4	5	6	7	8	9	10	11
A	Market Linkages										
1	Study of market by engaging professional	1	1	2.00	0.65	Report submitted byo M/s. MMRC (Marketing & Management Research Consultancy), Hyd. MD APCO, Hyd expressed that an in depth market related information is required in report.					
2	Buyers seller Meets	2	3	2.00	2.00	15 exhibitions aconducted at Hyderabad, Vizag, Karamchedu, Banglore, Anathapur, Ahmedabad, New Delhi etc., a sale of Rs 83.92 lakhs.	10	9	15.00	9.26	conducted one exhibition at ttd, Hyd with 8 participants and got sales of Rs 25.62 lakhs from 09.09.08 to 30.09.08. Another Exhibition at Ahmedabad and got sale of Rs 1.95 lakhs with 2 paticipants. Attended Handloom cluster Expo at Bangalore and generated sales of Rs. 7.27 lakhs. Another Exhibition conducted at TTD Hyderabad from 30.12.08 to 16.01.09 with Sales of Rs18.56 lakh. Further we have attended the one exhibition at Delhi Hot, BSM at Chennai, another 3 exhibitions at Vanasthalipuram, YMCA Narayanaguda and Gun Rock Text book colony and got sale Rs 8.94 lakh, Rs 3.84 lakh and Rs 1.58 lakh.
3	Exhibition cum sales outside the cluster – Delhi	4	11	8.00	12.95						
4	Establishment of Common Display Cum Showroom by consortium / Implementing Agency in a rental	1		5.00	0	95% RCC work is Completed. It will be operation July,2009.					
5	Establishment of website [Web portal]	1	1	0.50	0.50	Common web Portal developed by NRA.					
6	Printing of brochures	2	3	1.50	2.00	3 Big Hoardings of 10'x20' size erected at 3 different places in the cluster area. By seeing Hoardings the New Traders are coming to purchase the cluster sarees.	1	1	0.50	0.19	Printing of brouchers has been completed
B	Product Development / Diversification										
7	Engagement of designer	1	1	3.00	2.97	Smt.K.Kavitha Reddy [Designer] prepared 9 designs and all designs are converted into woven products.	1	1	3.60	2.19	Sri G. Pavan Kumar is working since July 2008. A total of 100 designs were supplied by him out of these 52 complete sets, 21 designs on border and 22 buttis are supplied to the weavers. 68 products are developed and remaining are in loom stage.

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8	Product Development by converting paper designs into woven products.	1	1	4.00	4.74	39 new designs introduced for production. Introduction of another set of 45 designs developed by WSC, Hyd has just started. New design products were purchased for test market and sold in the exhibition conducted. Market feed back report provided to weavers. Different designs and colour combinations.	1	95 designs	2.00	2.04	45 from WSC Hyderabad+ 95 designs developed by the designer are converted into products 68 designs left balance of 27 designs are yet to be converted in to woven products have good sale in the market
C	CFC & replacement [Accessories]										
9	Quality improvement through replacement of important accessories like healds and reed set of existing 500 looms @ Rs.1000.00	500	765	5.00	6.62	So far 765 weavers were supplied with new sets of healds and reeds to replace old/ damaged items. This has improved the quality of fabric in the cluster.	500	211	3.00	1.12	So far distributed new set of Healds& Reed to 211 weaver members during the year 08-09.
10	Workshop on Natural Dyeing	1	1	0.50	0.42	Workshop conducted for 50 weavers/ dyers on Natural dyeing for 3 days with the help of WSC Hyd.		0	1.00	0	As per the directions of the TRP we are planning to conduct at New Cluster Dye House after erecting the machinery.
11	Establishment of CFC (Rs 20.30 lakhs approved by O/o DCH)	1	1	28.70	26.52	90% of civil works completed. Accessories are placed order. Yet to get the warping wheels from manufacturer. It will be completed by end of June 09.					
12	Establishment of Mini Cabinet Dyeing machine and other equipments.	1		23.33	10.63	Dye House civil works has almost completed. Machinery has been erected except spray arm dyeing machines because consortium has selected the machinery on 26.05.09 during the visit of TRP.					
D	Financial Linkages										
13	Meetings with Bankers / Financial institutions for credit facility to SHG's and Master Weavers	5	1	0.25	0.07	One meeting conducted and convinced the bank officials to give loans to SHGs.	3	1	0.18	0.05	One meeting was conducted during the visit of Sri A. Nazmuddin ADC with local bankers and SHGs . Requested the bankers to extend their cooperation to provide loans.
E	Institutional strengthening										
14	Formation of SHGs	30	30	0.90	0.85	30 SHGS formed, covering 300 weavers. Arrangement have been made to obtain loans.	50	0	2.00	0	There are several SHGs formed by the State Government are in progress.
15	Formation of Association / Consortium with SHGs, Master weavers & Co-operative societies	1	1	0.50	0.56	One consortium with the combination of master weavers / SHG's / Individual weavers / dyers / Co-operative registered.	1	1	1.50	0.18	we are planning to arrange Management training during the month of July 09.
16	Awareness meeting / Stakeholders' Workshops	10	11	1.00	1.37	11 Awareness meetings conducted at different places regarding Implementation of the scheme.	10	12	1.50	2.07	Conducted 12 awareness meetings with 556 weavers on Designs importance,Utilisation of CFC& Dye house benefits as well use of Jacquard machines on borders.

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17	Exposure visit to successful cluster (Kannur, Trivandrum and Trichy)	1	3	2.00	2.05	Three exposure visits conducted. One to Chirala, Two batches to Trivandrum & Trichy by 64 weavers. Weavers were exposed to weaving practices and the products produced in the handloom pockets.					
F	Corpus for Yarn										
18	Corpus for Yarn	1	1	5.00	5.00	One yarn depot opened in the cluster.The business was made to the extent of Rs 15.00 lakhs.					NOTE: Additional supply of Zari / silk Yarn to be explored with NHDC.
G	Monitoring										
19	CDCC meetings	5	2	0.25	0.28	Two CDCC meetings conducted. The suggestions made by the members are taken for consideration for necessary action.	4	0	0.20	0	We are planning to do this activity in the month of July 09
	Grand Total			93.43	80.17						
						Activities 2008-09					
20						Publicity (through different means)	3	3	3.50	1.35	we have erected one Arche at New building Entrance, Printing of Product Catalogue for domestic purpose, Printing of Carry bags etc are completed.
21						Supply of 240 & 120 hooks jacquards to 200 weavers @ 75 : 25 contribution of Govt. of India & beneficiaries (100+100)	200	355	4.50	4.70	After identification we have started distribution of new 120 hooks jacquard machines under ppp mode and covered 355 individual weavers
22						Handloom Mark	5	0	1.00	0	This Activity will be done in the month of June 09
								39.48	23.15		