

Name of the Cluster: Kurinjipadi
IMPLEMENTING AGENCY:CO-OPTEX, CHENNAI

PROGRESS REPORT FOR THE MONTH OF OCTOBER 2009 [Year 2008-09]

Amount Sanctioned:Rs.32.60 Lakhs

Amount Utilized: Rs.21.20 Lakh

% of fund utilization : 65.03

2008-09								
Sr No	Physical Activity	Physical Target [Frequency [No.]			Financial Target [Rs In Lakhs]			Remarks
		Annual Target	Achievement during the month	Achivement progressive total of the year	Annual Target	Achievement during the month	Achivement progressive total of the year	
1	Institutional formation / Strengthening							
1.1	Conducting awareness programme for stake holders in the cluster	5	0	3	0.50	0.00	0.40	Three awareness meetings have been conducted with outsource persons from Kumaraguru College, Coimbatore & IIHT, Salem on 15th, 16th & 17th of July '08 at Kurinjipadi, Cuddalore, & Pudupet respectively for the newly formed SHGs. About 450 SHG weaver members have been participated.
1.2	Exposure visit to Kannur for disseminating the consortia model & more Exposure visits to be carried out	1	0	2	1.00	0.00	1.00	Visited to Chirala (AP) cluster on 6.3.09 along with 16 stakeholders, A.D & TRP and studied about the Kuppadam - Korvai silk solid border weaving technology and CFC, Dye house & Consortia model. Further visited Kannur cluster on 21.04.09 along with 20 stake holders and studied about consortia model with the help of W S C officials. Visited ECOTEX, Trivandrum on 19.8.09 along with 20 stake holders and studied about consortia model
1.3	Formation of Self Help Group among Women Folk of Weaving Community.	100	0	0	3.00	0.00	0.00	Arrangements being made to form 100 SHGs among weavers by engaging 4 or 5 NGOs through Collector and facilitate credit linkage from banks as working capital. In the meanwhile, during review meeting, MD advised to Joint Liability Group instead of SHG.
2	Marketing Linkage							

2.1	Conducting exhibition inside and outside cluster for direct retail market	6	1	11	12.00	2.30	10.80	WE have conducted BSM at Chennai on 12.5.2009 and obtained Rs.60.00 lakh order. Participated in NHDC / BSM at Coimbatore on 4.4.09. Also participated in two National Handloom Expo at Chennai (27.2.09 to 20.3.09) & Bangalore (11.2.09 to 3.3.09), Five Cluster Exhibitions at Ahmedabad (18 to 26.10.08), Bangalore (25 to 5.1.09) through EDI and at Goa (13 to 23.12.08), & Bangalore (16.12.08 to 14.1.09) through Cooptex & at Chennai (5.1.09) through FICCI, Kolkata (5 – 13.9.09), Ahmedabad (2-12.10.09) and sold about 23.70 lakh worth of goods. Further it is proposed to participate in the Exhibitions to be organized by ACASH, NHDC & EDII.
2.2	Publicity and documentation.	1	0	2	5.00	0.00	0.50	Two new products Catalogue prepared and printed 2000 copies & distributed to the buyers & merchants. It is planned to utilize this amount by shooting video film, releasing of advertisements, Printing of bags, and installation of hoardings.
2.3	Promotion and adoption for Handloom Mark Scheme and label on the cluster	1	0	1	1.00	0.00	1.00	Purchase order placed with Textiles Committee, Chennai and received 1.50 lakh numbers of Handloom Mark Labels with 20 tagging guns for onward distribution to the 22 societies & Cooptex for utilization of Handloom Mark Labels on the cluster products.
3	Design and Product Development							
3.1	Engaging of professional designer for design development as per new market demand.	1	0	1	3.60	0.30	3.60	Engaged one designer from Weavers Service Centre, Chennai for Kurinjipadi cluster after getting approval from DCH Office and he visited all cluster pockets. He supplied 21 lungy, 7 silk sarees, & 43 Dress material, & 16 churidar designs and 10 lungy & 7 silk designs given to Societies for production. He prepared new Tag, Wrapper, Cardboard box, Labels, Poly cover designs for cluster new products
4	New Activities sanctioned							
4.1	Handloom Mark	1	0	0	1.00	0.00	0.00	This is a repeated activity. Hence it is suggested to request the DCH office to divert the fund to engage resource person for setting up of CFC & Dye house and for formation of self Help groups.

4.2	Product & design development	4	0	1	2.00	0.00	0.40	Eight new Payadi design cards purchased for ready-made shirts development. Natural colour dyed shirts developed & trial order production arranged for 50 Nos. of Natural colour shirts against Co optex order. It is also proposed to utilize these funds for the development & supply of Kuppadam – Korvai silk weaving doobby equipments for 6 weavers @ Rs.25000/- per loom.At present one loom being set up at Bhuvanagiri WCS with fly shuttle weaving method for increasing production and wages
4.3	Providing high speed bobbin and Pirn winding motorized Charka to the weavers	100	5	110	1.00	0.00	1.00	We have requested Indian Institute of technology (RUTAG), Chennai to re-design the existing Charka model into Motorized Charka as per weavers' requirements. IIT has supplied four model charkas and given to the 4 cluster pocket societies for trial production & feedback. Rate received and order placed with advance for the supply of 110 motor charkas before end of November,09.
4.4	Providing Jacquard machines for changing the conventional ADAI type of silk sarees weaving	50	15	140	2.50	0.00	2.50	In order to change the conventional Adai type of silk Sarees weaving to increase the production & wages 40 nos. of 120 & 240 hooks Jacquard machines has been supplied to the weavers in the cluster. Received 100 numbers of new Jacquard machines and this will be supplied before November'09.
	Grand Total				32.60	2.60	21.20	