

**MADHAVARAM HANDLOOM CLUSTER**  
**IMPLEMENTING AGENCY: APCO, Hyderabad**  
**PROGRESS REPORT FOR THE MONTH OF OCTOBER 2009 [ Year 2008-09]**

Amount Sanctioned:Rs.39.48 Lakhs

Amount Utilized: Rs.35.71 Lakhs

% of utilization :90.45

2008-09								
Sr No	Physical Activity	Physical Target [Freq- No.]			Financial Target [In Rs Lakhs]			Remarks
		Annual Target	Achievement during the month	Achivement progressive total of the year 08-09	Annual Target	Achievement during the month	Achivement progressive total of the year 08-09	
<b>1</b>	<b>Marketing</b>							
1.1	Buyers seller Meets	10	2	18	15.00	0.25	16.39	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.
1.2	Exhibition cum sales outside the cluster – Delhi							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. Exhibition at Vemana Mandir, Vizag from 29.06.09 to 03.07.09 and got sale of Rs.0.42 Lakh. [The expenditure of Rs. 4,95,178.00 has been transfered from 07-08 expenditure.]  Another Exhibitions are organised at Khairthabad from 13.08.09 to 21.08.09, Tharnaka Exhibition from 14.08.09 to 22.08.09, BSM at Hotel quality in Hyd by NHDC on 21.08.09 and BSM at Benglore Life style on 29.08.09. Exhibition attended at ahmedabad(Sale Rs.4.41 lakhs), Kolakatta and Mysore.
1.3	Printing of brochures	1	0	1	0.50	0	0.19	Printing of brouchers has been completed
<b>2</b>	<b>Product Development / Diversification</b>							

2.1	Engagement of designer	1	0	1	3.60	0.23	3.34	Sri G. Pavan Kumar is working since July 2008. A total of 129 designs were supplied by him out of these 83 complete sets, 21 designs on border and 25 buttis are supplied to the weavers. 107 products are developed and remaining 22 are in loom stage. Produced Sarees 20544 and sold 19800 sarees worth of Rs183.52 lakhs.
2.2	Product Development by converting paper designs into woven products.	1	0	1	2.00	0.10	2.31	45 from WSC Hyderabad+ 129 designs developed by the designer are converted into products 107 designs left balance of 22 designs are yet to be converted in to woven products have good sale in the market
<b>3</b>	<b>CFC &amp; replacement [Accessories]</b>							
3.1	Quality improvement through replacement of important accessories like healds and reed set of existing 500 looms @ Rs.1000.00 per loom ( Budget approved subject to submission of impact report of the WSC Hyderabad and APCO, DPR and following in PPP Mode)	500	44	454	3.00	0.26	2.90	So far distributed new set of Healds& Reed to 454 weaver members during the year 08-09.
3.2	Workshop on Natural Dyeing	2	0	0	1.00	0	0	As per the directions of the TRP we are planning to conduct at New Cluster Dye House after erecting the machinery.
<b>4</b>	<b>Financial Linkages</b>							
4.1	Meetings with Bankers / Financial institutions for credit facility to SHG's and Master Weavers	3	0	1	0.18	0	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.
<b>5</b>	<b>Institutional strengthening</b>							
5.1	Formation of SHGs	50	0	0	2.00	0	0	There are several SHGs formed by the State Government are in progress.
5.2	Formation of Association / Consortium with SHGs, Master weavers & Co-operative societies	1	0	0	1.50	0	0.34	We are planning to arrange Management training during the month of November 09.
5.3	Awareness meeting / Stakeholders' Workshops	10	1	16	1.50	0.00	2.56	Conducted 16 awareness meetings with 620 weavers on Designs importance, Utilisation of CFC& Dye house benefits as well use of Jacquard machines on borders.
<b>6</b>	<b>Monitoring</b>							
6.1	CDCC meetings	4	0	0	0.20	0	0	We are planning to do this activity in the month of November 09

7	<b>New Activities Sanctioned</b>							
7.1	Publicity (through different means)	3	0	3	3.50	0	1.40	we have erected one Arche at New building Entrance, Printing of Product Catalogue for domestic purpose, Printing of Carry bags etc are completed.
7.2	Supply of 240 & 120 hooks jacquards to 200 weavers @ 75 : 25 contribution of Govt. of India & beneficiaries (100+100)	200	0	367	4.50	0.00	6.23	After identification we have started distribution of new 120 hooks jacquard machines under ppp mode and covered 367 individual weavers
7.3	Handloom Mark	5	0	0	1	0	0	This Activity will be done in the month of November,09
	<b>Grand Total</b>				<b>39.48</b>	<b>0.84</b>	<b>35.71</b>	