

Name of the Cluster: Santipur [Nadia]  
 IMPLEMENTING AGENCY: Textiles Committee, Mumbai  
 PROGRESS REPORT FOR THE MONTH OF OCTOBER 2009 [ Year 2008-09]

Amount Sanctioned:Rs.51.12 Lakhs

Amount Utilized: Rs. 41.54

% of utilization :81.26

2008-09								
Sr No	Physical Activity	Physical Target [Frequency [No.]			Financial Target [In Rs Lakhs]			Remarks
		Annual Target	Achievement during the month	Achivement progressive total of the year	Annual Target	Tentaive Achievement during the month	Tentative Achivement progressive total of the year	
<b>1</b>	<b>Market Linkages</b>							
1.1	Corporate Linkage Meet & Trade Fair Participation	5	2	43	5.00	2.30	17.63	Participated in Delhi Haat Exhibition,Silk Fab in Mumbai, State HL expo in Kolkata,Silk Fab in Ahmedabad,HL expo in Purulia, WB, 3 fairs e.g Silk Fab Kolkata, Bhuswal ( MS) Special HL Expo, Chinsurah ( State Expo) in WB, Lucknow,Delhi Silk Fab,Spl. HL Expo at Aurangabad(MS), A'Bad Fair,Chandigarh Silk fab & Pitampura Haat Delhi, four different fairs namely in HL expo Bangalore, A'bad, Indore Silk Fab, Panihati(WB) fair, Special HL Expo in Hubli, Karnataka,Hyderabad Expo, National Handloom Expo in Bhubaneshwar, Silk Fab, Bangalore,State HL Expo at Bangalore organised by Govt of Karnataka,Silk Fab Partcipation in Patna resulting turn over of Rs.1.0 Lakhs,Chaitra Sale Fair in Bankura (WB) resulting turn over of Rs. 0.60 lakhs, at West Midnapur (WB) resulting turn over of Rs. 1.0 lakhs,at Barasat resulting turn over of Rs. 0.50 lakhs at Krishnanagar resulting turn over of Rs. 0.30 lakhs,participated in Baroda Fair total Sales was Rs 2.00 lakhs.One Cluster Consortium namely SHWC participated in CIF exhibition in Delhi from 21st to 23rd July 2009 & Sales Turn over was 0.50 Lakhs, other at TCS Kolkata from 28th to 30th July 14 cluster consortium & Cluster Federation participated in Six fairs in State HI Expo, HL Cluster Expo at Kolkata, Fair at Berhumpur, Barasat, Midnapur & Ranaghat. Three Cluster consortium namely Goberchar Bhaghirathi, Shantipur Lifeline & Shant Participated in Handloom cluster expo and generated sales worth Rs. 6.96 lakhs <b>Total sales turn over so far is 85.16 lakhs.</b>

1.2	Buyer Seller Meet	5	1	20	5.00	0.20	1.55	<ul style="list-style-type: none"> <li>• One with West Side &amp; other with Handloom House</li> <li>• Buyer Seller Meet at BNCCI, Kolkata</li> <li>• Buyer Seller Meet With Reliance Retail</li> <li>• One with Handloom House &amp; Other with CCIC</li> <li>• BSM with Fab India &amp; HHEC</li> <li>• BSM organized at DM Office Krishnanagar, Nadia</li> <li>• One in WSC Delhi &amp; Other in Fab India Delhi &amp; third &amp; forth in Shantipur Cluster with Fab India &amp; SPARSH</li> <li>• BSM meet in ROTC Kolkata in presence of SES Germany experts</li> <li>BSM Meet at Kolkata on 19-02-09 Organised by WSC &lt; Fab India visited cluster &amp; met in BSM in Shantipur Cluster Office on 16-02-09 4 Buyer Seller Meet at Spring Fair New Delhi from 15-03-09 to 29-03-09 resulting in business turn over of Rs.1.0 lakhs. Buyer Seller meet with Pune based buyers resulting into 50,000 rupees order Two BS meet for SHG consortium in Kolkata with M/s Honcho Pvt Ltd &amp; Roopangan, Pia Ki Ghar on 26/06/09 &amp; 30/06/09 resuting in the sale of Rs 22,000/- ( June 09) &amp; another two in Mumbai based bulk buyer &amp; American Buyer on 29-06-09. BS meet at CCIC Delhi &amp; resuting into the order of Rs 50 ,000/- ( July 09)</li> </ul>
1.3	Preparation of Cluster Product catalogue	1	0	5	2.92	0.00	3.25	One saree catalogue was developed from 07-08 Fund • 2nd of Mixed product catalogue from 07-08 fund 4 One catalogue for proto type product 4Another catalogue for Shantipur Cluster. Third one is CD for Shantipur products catalogue
1.4	Advertising & publishing Material of cluster- Publicity	1	0	5	1.00	0.00	0.77	• Adv published in Annual Indo- German Trade Journal & • Adv Published in Textiles Excellence Adv in Textiles Excellence Journal in Jan 09
1.5	Training on Export Marketing	1	0	1	0.50	0.00	0.40	An export marketing training programme conducted from 24th Feb 09 for two weeks . 20 participants took part in the traininmg
2	<b>Design &amp; Product Development</b>							
2.1	Designer Involvement	1	0	15 Motives & 23 new Designs& 10 Paper Designs	3.60	0.30	2.54	• 15 motifs were developed through local Designers from theme& <b>10 new Designs</b> in dress materials, stoles & scarves developed through 3 cluster consortium. <b>Four designs</b> were developed in Jamdani Sarees, stoles & curtian. New generation fibres of ORGANIC COTTON & BAMBOO introduced first time in the cluster. <b>45 new Designs</b> in new generation fibres like Lyocell & Soybean fibres were developed. new designs were developed in Lyocel, Bamboo & Soyabeen fibres. One multicoloured Sarees in Lyocel & Organic Cotton & three dress materials designs were developed in May 09. Two sarees design developed in Aug.09

2.2	Product Prototype Development	1	0	6	2.00	0.00	1.55	<ul style="list-style-type: none"> <li>• Cluster Designer developed products from 3 consortium in 07-08 fund, International Expert from SES developed existing products in 07-08 fund, Other prototype products were developed by NIFT &amp; Kolkata based fashion designer</li> <li>• 16 new prototype products were developed by NIFT &amp; Kolkata based fashion designer.</li> <li>• Another set of 25 prototype products were developed</li> <li>• 19 proto type products were developed through SES Germany Experts</li> </ul>
2.3	Capacity Building of Local Designers	4	0	6	1.00	0.00	0.42	<ul style="list-style-type: none"> <li>• Training by International Designers in 07-08 Training programme on Colour Forecast, Design &amp; Product Development for local designers by Mrs Hetty Oom , PUM</li> </ul>
<b>3 Financial Linkages</b>								
3.1	Credit Facilitation for master weavers through MCGF ( Bankers Consortia interface with consortia)	0	0	3	0.00	0.00	0.00	Shantipur H L Weavers Consortium covering 300 Weavers benefited of 10L credit limit (Rs.3.00 Lakhs spent as per action plan 07-08). Two Detailed project report was prepared for bulk sourcing of raw materials of two SHG consortium. Three SHG groups got credit of Rs 75,000/- . Two interface meetings were conducted & 6 SHG groups were given approval of credit of 2.16 Lakhs
<b>4 Training &amp; Workshops</b>								
4.1	Orientation / Workshop of dyers	8	1	21	3.00	0.00	2.41	<ul style="list-style-type: none"> <li>• Training on Weaving techniques for product diversifications</li> <li>• Shade development with vegetable dyes started in Kutirpara Dye house &amp; 40 shades developed</li> <li>• Training programme for local weavers on CF, Design &amp; PD by PUM Expert</li> <li>• One Trg programme on Bamboo &amp; organic cotton yarn dyeing</li> <li>• 2nd trg programme on proto type product dev</li> <li>• 3rd shade development programme with vegetable dyes &amp; 40 shades developed.</li> </ul> <p>One training programme was organised for training on Silk Weaving to Weavers Consortium. Another programme on Financial management to Weavers to manage funds &amp; accounts. A training programme on Silk Weaving for Weavers of SHG group completed in Feb for 10 weavers. 4 Training programmes on Wool Dyeing, Trg on Packaging, two Hindi Communication Language trainings. One training programme on Lyocel Dyeing ;4 weavers benefited &amp; Finishing &amp; others on Product diversification reaping the benefit to 11 weavers.</p> <p>Two training programme on Silk Weaving &amp; Product Diversification&amp; Basic Computer operation ware conducted reaping the benefit to 21 HL Weavers ( June 09) Three Training programme on Wool , Acrylic &amp; Acrylic- Wool Combination dyeing conducted with support of AWI, Delhi in Aug 09.</p> <p>One Trag programme on product diversification were started in the month of Sept 09 for 14 weavers</p>
<b>5 Infrastructure Development</b>								

5.1	Dye House (Subject to submission of DPR following in PPP mode)	1	0	0	5.00	0.00	0.00	The Society is ready to deposit 20% contribution for dye house
<b>6 Institutional Strengthening</b>								
6.1	Appointment of professional/Technical Assistants	2	0	1	2.00	0.12	2.16	Payment has been made from Textiles Committee account
6.2	Formation of SHG, Common Interest Group	100	0	102	3.00	0.00	2.76	<p>• Workshop organized with Evergreen SHG consortium &amp; Proposal for employing one agency from Kolkata sent to HQ in Mumbai for necessary approval &amp; delayed due to lack of fund. One agency called iland informatics limited of Kolkata engaged for capacity building of SHG of Shantipur Cluster.</p> <p>10 Basic orientation programme was organised covering 324 participants of 70 SHG group.</p> <p>32 weavers from eight SHG groups were trained in Basic orientation training &amp; Two training programmes on Design were conducted &amp; 42 weavers reaped the benefit in May 09 .</p> <p>One Basic Orientation training on 1st &amp; 2nd June to 53 participants.</p> <p>Two Skill Development workshop conducted on 10th &amp; 11th June and 15th &amp; 16th June leading to the benefit to 44 weavers.</p> <p>13 SHG groups facilitated for necessary credit support through banks &amp; DRDC.</p> <p>Comprehensive action plan was formulated for 5 SHG Federations</p>
6.3	Exposure Visit	1	0	6	1.00	0.00	0.30	<p>Shantipur HL Designers consortium visited Bhagalpur cluster &amp; 16 members delegation visited Malda for Pneumatic Jacquard, Silk Weaving &amp; Reeling</p> <p>One Exposure visit by Shantipur HL Designers Association in Malda for Twisting Machines &amp; Other in Kolkata from 5 cluster groups in Weavers Studio Kolkata. Two exposure visits conducted in June.09 - one with Kolkata based three boutiques &amp; other in Baroda &amp; Bharuch for Hank dyeing unit &amp; Product development center ;</p> <p>Total 8 Weavers benefited.</p>
<b>7 Monitoring</b>								
7.1	CDCC Meeting	1	0	2 CDCG Meeting+ 4 Review meeting	0.10	0.00	0.55	<p>CDCG Meeting conducted on 24-10-08 4 One review meeting was conducted in the presence of WSc incharge for reviewing the progress of Design Studio, Dye house implementation &amp; functioning of Yarn Bank.</p> <p>One Review meeting was conducted by DM Office, Nadia ( July 09)</p>
<b>8 New Activities Sanctioned</b>								
8.1	Business Link Programme with CBI, PUM etc	5	0	2	2.00	0.00	1.12	<p>• Proto type products of garments were developed for market linkages with EU market 4 PUM country co-ordinator called Mr. Wouter Cryghton visited Shantipur Cluster to assess the progress &amp; future support from PUM to Shantipur Cluster.</p>
8.2	Training on Value Addition (stoiles, fringes & embroidery)	2	0	2	0.50	0.00	0.20	<p>Training programme on Block &amp; Screen Printing from 12th to 15th Feb 47 Local Weavers &amp; Designers reaped the benefit. Training programme on Kantha Stitch was started from 19-03-09 &amp; 22 participants reaping the benefit.</p>
8.3	Preparation of catalogue of consortium	10	0	7	1.00	0.00	1.00	<p>Consortium catalogues for 7 cluster groups were planned &amp; 50% expenditure were committed to complete the activity. Brochures developed for all 7 consortiums.</p>

8.4	Common B2C portal of all consortium	1	0	1	1.50	0.00	0.40	DRDC from Nadia provided the fund of 1.92 for 1st instalment
8.5	Coverage of Handloom Mark for consortium on PPP mode	5	0	48 SHGs & 7 Master weavers	1.00	0.00	1.00	48 Applications from consortium & SHG collected & 7 Master Weavers Application and expenditure committed to complete the registration.
8.6	Supplying Handloom Accessories e.g Light Wt. Jacquard, Pirn winding m/c, Bobbin Winding m/c , 5 wheel take up motion, broader width loom etc. to cluster groups	100	0	6	2.00	0.00	0.68	• Quotations received through WSC Chennai & necessary approval for HQ is pending for lack of fund. Work order has been placed for six machineries & Rs 0.68 Lakh expenditure was incurred as committed expenditure.
8.7	Establishment of Modern Design Studio by Designers consortium (Subject to submission of DPR following in PPP mode.)	1	0	0	8.00	0.00	0.05	• Project paper submitted to DC Office • Consortium members deposited 20% of Project cost in Bank Account & agreed to pay as PPP mode • Site of the project identified 4 Placed before DC(H) office for approval Tender were opened & finalized for work order
8.8	Video Docmentry film preperation	0	0	1	0.00	0.00	0.80	Video film preperatio is under progress.
<b>Grand Total</b>					<b>51.12</b>	<b>2.92</b>	<b>41.54</b>	