

Name of the Cluster: Varanasi
IMPLEMENTING AGENCY: EDI, AHMEDABAD
PROGRESS REPORT FOR THE MONTH OF OCTOBER 2009 [Year 2008-09]

Amount Sanctioned:Rs.39.10 Lakhs

Amount Utilized: Rs.35.96

% of utilization :91.97

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	Achievement during the month	Achivement progressive total of the year	
1.1	Business meet with national buyers for 2-3 days at Varanasi	5	1	7	5.00	0.00	6.50	<p>1.Organised at varanasi clusster area with CCIC,HHEC, Shahi export,Radiant Exports, Hara Design and Hanun Creation. Worth Rs. 1.5 lakh order received from Hanun Creation.</p> <p>2.one BSM organised by NRA at Delhi.</p> <p>3. Mr. A.N.Banerjee from Balaji Emporium interected with the weavers cluster area, saw their products and gave the order for sample development.</p> <p>4. On March 19, 2009 buyer seller meet organised with Fab-India and Good Earth. April 09: Organised a meet with local Buyer from NDJD-Varanasi with producers compnay</p> <p>5. BSM held with Lifestyle, New Delhi and Shri design Studio, Hyderabad and raised orders worth Rs. 7 lakhs. Attended Dilli haat exhibition Twice , Urban haat Mysoor in June.09</p> <p>6.Sep 09: Three buyers visited in the cluster pocket (Mr. Brij from Jaipur, Ms Shree Devi and Ms Bhagya Laxmi). Order Generated is Rs. 1.80 Lakhs and sales realised is Rs 2.92 Lakhs.</p> <p>7. Participated in BSM at Ahmedabad in Oct.09.</p>

1.2	Organizing Exhibitions	5	3	6	8.00	2.50	12.50	NRA organised an exhibition at Ahmedabad, Bangalore&Delhi and Porducer Co participated in ten exhibitions organised by NHDC, four by ACASH and two by NABARD. Cluster participated "Brand of India" at Varoda. and Handloom Expo-Mumbai. Total sales of all the exhibitions was Rs. 30.61 lakh. In July 09 - Three exhibition programme attended by PCL going at New Delhi (Dilli Haat, Paridhaan conducted by ACSH, CIF at Agakhan Hall New Delhi). In the month of August 09 attended three exhibition programme held at Mumbai, Kolkata and New Delhi. Sep 09: Attended three exhibition, two conducted by NHDC and One by NRA. Total sales realized is Rs. 7.5 Lakhs Oct09: Attended six exhibition programme held at Ahmedabad, Gwalior, Gaziabad, Noida and Jaipur. Total sale is Rs 4.54 Lakhs.
1.3	Product Catalogue - Publicity Material	4	0	3	1.20	0.00	1.20	1.Two Valume of Fabric catalogue is ready. 2.one product catalogue is ready. 3. New More swatches added
2	Design and Product Development							
2.1	Engagement of Designer	1	0	1	3.60	0.30	4.20	Mr. Ashish Kumar is designer for the cluster. He has developed 32 new designs and Rs.7.35 Lkabs sales generated & orders worth Rs. 11.90 during the year. 10 buyers tiedup till the date. Total 68 days visited to the cluster.
2.2	Development of new and diversified products appropriate for the national and international markets		0	27	1.00	0	1.00	24+3 designs have been given to Bunkar Self Help Group through B.H.V.S.P.Co.Ltd.for development. seven designs fabric is ready and remaining are under process. 2.In month of February 09 designer has provided three designs for development to weavers. its submitted to designer for further big order. 3. Mr. Manish has provided two stole sample and three fabrics, both has been developed by the weavers and submitted to him for big order. 4. A sample of cusion cover is approved by Fabindia and watining for order.
3	TRAINING AND WORKSHOPS							
3.1	Dyeing workshop in the cluster	8	0	8	0.40	0.00	0.40	Eight workshop organised at cluster area.
3.2	Training of dyers at WSC or with dyeing companies/ outside the cluster	5	0	5	2.00	0	2.00	Five training programme organised at Cluster area for 85 participants.

5	Institutional Development/ Strengthening							
5.1	Formation of weaver groups in Kotwa, Lohta and Ramnagar [SHGs]	50	2	52	1.50	0.10	1.66	52 SHGs formed & 45 open their account with bank which has 508 members.
5.2	Capacity building of office bearers and members of the groups on costing, management and quality control	6	0	6	1.00	0	1.00	Organised Six managerial programme of SHG key person in cluster area for 120 members.
6	Financial Linkages							
6.1	Organizing banker's meet	4	0	4	1.00	0.30	1.30	Three bankers (SIDBI ,PNB& NABARD) meet were organised with producer co. to provide financial support to weavers, master weaver and SHG. 2. Our team also participated in DLBC &BLBC. During the month Took the PNB, Parav branch-Branch Manager to Ramnagar, Who visited to ten weavers to provide the financial support. Seven weavers have submitted their loan application to PNB-Parav branch in May.09. Seven Weavers got loan from the concerned bank, each Rs 25000, total Rs 1.75 Lakhs during the month.
6.2	Facilitation of credit linkages with financial institutions	10	0	3 SHGs & 27 individuals	0.50	0.00	0.50	1.Three SHGs got term loan of Rs 7.5 lakh(Rs. 2.5 lakh each). 2. Twenty Seven individual weavers got loan of Rs.9.80 lakh . Sep09 : 18 weavers have been provided loan each Rs 25000, total Rs 4.5 Lakhs. Three existing SHGs have been provided loan, total Rs. 6.80 Lakhs. Proposal of four existing SHGs have been submitted in their respective Banks.
7	Corpus for yarn				5.00			Year 08-09 Rs. 76.53 lakh worth Supplied through NHDC and 600 weavers benefited. Since July 09 [09-10]: Rs. 28.95 lakh worth yarn supplied through NHDC. In the month of Sep 09 total tranjection of yarn through NHDC worth Rs. 9.71 Lakhs. In the month of Oct09, total tranjection is Rs 12,26,125.
8	Monitoring/							
8.1	CDCC Meeting	4	0	2	0.40	0	0.20	Two CDCG meeting under the chairmanship of DM Varanasi.
9	New Activities Sanctioned							
9.1	Business Development Service Providers Interface at Varanasi	2	0	2	1.50	0	1.50	Two BDS programme organised at IIHT for 18 weavers. Second BDS programme organised at cluster area for weavers.

9.2	Managerial training to the associations members	2	0	3	1.00	0	1.00	Two programme for 40 members organised on quality standarisisation & costing for the member of association and one programme on financial Discipline in which 20 selected members were participated.
9.3	Handloom Mark/Silk Mark	5	0	5	1.00	0.00	1.00	Two Silk mark awareness and three handloom mark programme organised in cluster area in which 180 weavers attended.
	GRAND TOTAL				34.10	3.20	35.96	