

NAME OF THE CLUSTER: VARANASI  
 IMPLEMENTING AGENCY: EDI, AHMEDABAD  
 PROGRESS REPORT [2008-09 - UPTO JULY 2009] & Proposed Action Plan [2009-10]

2008-09

Amount Sanctioned: Rs 34.10 Lakhs

Amount Utilized: Rs 34.25 lakhs

% Utilisation : 100

2009-10

Amount Proposed : Rs 50.60 lakhs

2008 - 09							Year 2009 - 10 [Proposed]	
Sr No	Physical Activity	Physical Target [Freq/No.]	Physical Achievement [Apr.08-Jul. 09]	Fin. Target [In Rs Lakhs]	Fin. Achievement [Apr.08 to Jul.09]	Remarks	Phy. Trgt	Fin. Trgt
1	2	3	4	5	6	7	8	9
<b>A</b>	<b>Market Linkages</b>							
1	Business meet with National buyers for 2 - 3 days at Varanasi	5	11	5.00	5.50	Business Meet at Varanasi with the reputed organization like CCIC, HHEC, Shahi export, Radiant Exports, Hara Design, Hanun Creation, Balaji Emporium, Fabindia, Good earth, Lifestyles, Sri Design Studio, Local Buyers NDJD, Hi - design, Pondichery Also Attended BSM conducted by NRA. In 2008-09 is Rs 3.65 Lakh. <b>Activity to be Continued.</b>	5	15.00
2	Organizing Exhibition	5	23	8.00	8.45	Altogether attended 23 exhibition programme conducted or sponsored by NRA and several other organization like ACASH, NHDC, NABARD, Dilli Haat etc. Total Sale in 2008 - 09 is Rs 24.00 Lakhs and 2009 - 10, till July 09 attended 08 nos of Exhibition programme and total Sale is Rs 2009 - 10 is Rs 4.19 Lakhs. [Total Sale in 2008 - 09 is Rs 1.99 Cr. and in the financial year 2009 - 10 till July 09, total sale is Rs 68.45 Lakhs] <b>Activity to be Continued.</b>	10	
3	Product Catalogue - Publicity Material	4	4	1.20	1.20	Three volume of Fabric Catalogue, new printed product catalogue, e-catalogue have been prepared and several new swatches added. <b>Activity to be Continued.</b>	4	1.00
<b>B</b>	<b>Design and Product Development</b>							
4	Engagement of Designer	1	1	3.60	3.00	Mr. Ashis Kumar appointed as a designer since July 08 for Varanasi Handloom cluster. <b>Activity to be Continued.</b>	1	3.60
5	Development of new and diversified products for the national and international markets	-	6	1.00	1.00	40 New designs and products have been developed, out of which 3 nos. are scarves, 2 nos. Wall Hanging, 18 nos. running fabrics, 2 nos saris, 5 nos. garments, 6 nos dress materials. <b>Activity to be Continued.</b>	50	2.00
<b>C</b>	<b>Training and Workshop</b>							

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1	2	3	4	5	6	7	8	9
6	Dyeing workshop at the cluster	8	8	0.40	0.40	Eight nos. of workshops, each of one days were conducted in the cluster pockets to impart information and knowledge to the stakeholder especially dyers about the adequate process of dyeing and to know the basic problems in existing traditional process of dyeing. <b>Activity to be Continued .</b>	8	0.40
7	Training of dyers at WSC or with the dyeing companies / outside the cluster	5	5	2.00	2.00	Intensive training were provided to 81 nos. of weavers / dyers to improve their knowledge in dyeing process resulting improvment in dyeing quality and reduction in cost of dyeing. <b>Activity to be Continued.</b>	4	2.00
<b>D</b>	<b>Institutional Development / Strengthening</b>							
8	Formation of weavers Groups in Kotwa, Lohta and Ramnagar	50	50	1.50	1.50	In 2008-09, 50 nos of SHGs formed and altogether 91 SHGs formed under IHCDP. <b>Activity to be Continued.</b>	25	0.75
9	Capacity Building of office bearers and members of the groups on costing, management and quality control	6	6	1.00	1.00	6 Nos. of Capacity building programmes have been conducted to strengthen their skills in operational aspects, maintaining minutes of the meeting, book keeping etc. They were also imparted training in quality control and in marketing front. <b>Activity to be Continued.</b>	10	0.25
<b>E</b>	<b>Financial Linkages</b>							
10	Organizing Bankers Meet	4	4	1.00	1.00	Being invitee member in DLBC and BLBC participated in meeting regularly. Apart of which 4 nos. of meeting with the concerened banks were organized to facilitate bankers in extending financial support to the grass root weavers. <b>Activity to be Continued.</b>	4	0.25
12	Facilitation of credit linkages with financial institutions	10	30	0.50	0.50	31 nos. of SHGs got loan from bank amount Rs 58.83 Lakhs till July 09. Rs 11.55 Lakhs loan has been entended to 34 weavers families. Altogether Rs 70.38 Lakhs loan has been extended in the cluster pockets by concerned banks with the efforts of EDI. <b>Activity to be Continued.</b>	20	0.25
12	<b>Corpus of Yarn</b>			5.00	5.00	Year (08 - 09), Rs 76.53 Lakhs worth supplied through NHDC Ltd and 600 weavers get benefitted. In financial year 2009 - 10, till July 09, Rs 32.19 Lakhs worth of yarn has been supplied with the support of NHDC Ltd.	-	-
<b>F</b>	<b>Monitoring</b>							

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1	2	3	4	5	6	7	8	9	
13	CDCC meeting	4	2	0.40	0.20	Two CDCC meeting were conducted under the chairmanship of DM Varnasi. <b>Activity to be Continued.</b>	2	0.20	
<b>G</b>	<b>New Activities Sanctioned- Year 2008-09</b>								
14	Business Development Service Providers Interface at Varanasi	2	2	1.50	1.50	Two BDS training programme were organized at Varanasi for cluster weavers. <b>Activity to be Continued.</b>	2	1.00	
15	Managerial Training to the association members	2	3	1.00	1.00	Two programme organised on quality standarisisation & costing for the member of association. And a programme on financial Discipline. <b>Activity to be Continued.</b>	4	1.00	
16	Handloom Mark / Silk Mark	5	5	1.00	1.00	Two Silk mark awarenesss and three handloom mark programme organised in cluster area. (By CSB & Textile Committee) <b>Activity to be Continued .</b>	5	-	
	<b>Total</b>			<b>34.10</b>	<b>34.25</b>				
<b>H</b>	<b>New Activities Proposed for the year 2009-10</b>								
17	Engagement of Local Designer	<b>Action Plan for the year 2009-10 [Sr no 17 to 24] will be approved only after visit of Shri S. K. Jha ADC - HL to the Cluster &amp; Submission of DPR to O/o DC (HL).</b>				Purpose is to document the traditional designs and motifs of Varanasi Handloom cluster. He / She will also provide sari and fabric design and graphs to PCL	1	1.50	
18	Training to selected stakeholders					Training to the women group to enhance their skill in value addition work and post weaving work like cutting of floating thread and distribution of tool kits to them.	4	2.00	
19	Development of Marketing cadre					Training is to be provided to the selected weavers belonging to SHGs to boost up their skills in marketing and market exploration.	2	2.00	
20	Improvements of existing looms					Necessary accessories / assistance for loom repair is to be provided to the selected needy weavers. (PPP mode)	200	8.00	
21	Up-gradation of existing dye houses					Up-gradation of two existing dye houses to cater the tiny needs of the weavers and to improve the quality of fabrics. (PPP mode)	2	4.00	
22	Up-gradation of selected existing designing centre					To provide necessary infrastructure to the existing design centre.	8	0.40	
23	Establishment of stitching units					For the promotion of apparel work in the cluster and to engage women in productive work (PPP mode)	2	4.00	
24	Exposure visit to outside the cluster					Orientation to the association members about technology, marketing linkages and quality control method of the cluster.	1	1.00	

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	GRAND TOTAL			34.10	34.25	GRAND TOTAL		50.60