

Name of the Cluster: Shantipur (Nadia)
IMPLEMENTING AGENCY: Textiles Committee, Government Of India
PROGRESS REPORT [2008-09] & ACTION PLAN [2009-10]

2008-09

Amount Sanctined : Rs 51.12 lakhs

Amount Utilized : Rs 36.93 lakhs

% of Utilization : 72.24

2009-10

Amount Proposed : Rs 30.95 lakhs

2008-09 [Updated till 31st July,2009]						2009-10 [Proposed]		
Sl. No.	Physical Activity	Physical Target [Frquency / No:]	Financial Target [Rs. In lakhs]	Physical Achievem ent [2008-09]	Financial Achieveme nt [2008-09] [Rs in lakhs]	Remarks	Physical Target [Frquency / No:]	Financial Target [Rs. In lakhs]
	1	2	3	4	5	6	7	8
A	Market Linkages							
1	Corporate Linkages Meet & Trade fair Partcipation	5	5.00	31	10.23	14 Weavers consortium covering more than 4000 weavers participated in 31 different Exhibitions & fairs all over India in 20 different locations of India Venues like Ahmedabad, Bangalore, Hyderabad, Indore, Chandigarh, Mumbai, Delhi, Kolkata, Bhubaneshwar, Baroda,Chandigarh, Aurangabad (MS)etc Total Sales turn over is 50.95 lakhs	10	10.00
2	Buyer Seller Meet	5	5.00	17	1.35	BSM conducted with West Side,Fab India,Reliance Retail, Handloom House, HHEC, CCIC, Sparsh, Kolkata, DM Office Krishnagar,Ranjana Fabrics, Pune etc Total order achieved was 34.32 Lakhs	5	

2008-09 [Updated till 31st July,2009]						2009-10 [Proposed]		
Sl. No.	Physical Activity	Physical Target [Frquency / No:]	Financial Target [Rs. In lakhs]	Physical Achievem ent [2008-09]	Financial Achieveme nt [2008-09] [Rs in lakhs]	Remarks	Physical Target [Frquency / No:]	Financial Target [Rs. In lakhs]
	1	2	3	4	5	6	7	8
3	Preparation of Cluster Product catalogue	1	2.92	5	3.25	Total three types of catalogues & One CD of cluster products were developed One on Proto type products , one on Shantipur Cluster & the third one on mixed products	1	1.00
4	Advertising & Publishing Materials for Cluster Publicity	1	1.00	5	0.77	Advertisements done in 5 widely circulated Journal One in Indo German Trade Journal, Other four in Textiles Execellence biweekly Textiles Magazine Other one is publicity brochure for BSM & Trade fair participation	2	2.00
5	Training on Export Marketing	1	0.50	1	0.40	Two Weeks Export Marketing Trg conducted in MSME, Kolkata in Feb 09 20 participants reped the benefits One consortium started to work with HHEC , Kolkata	-	-
B	Design & Product Development							

2008-09 [Updated till 31st July,2009]						2009-10 [Proposed]		
Sl. No.	Physical Activity	Physical Target [Frquency / No:]	Financial Target [Rs. In lakhs]	Physical Achievem ent [2008-09]	Financial Achieveme nt [2008-09] [Rs in lakhs]	Remarks	Physical Target [Frquency / No:]	Financial Target [Rs. In lakhs]
	1	2	3	4	5	6	7	8
1	Designer Involvement	1	3.60	1	1.64	20 new designs & 15 motifs were developed 4 Developed in Sarees, Dress Materials, Stoles & Scarves New generation fibres like SOYABEAN, Organic Cotton, Bamboo & LYOCELL introduced in time in cluster. Through Lyocell, Productivity increased. Weaver's income also increased from Rs 25 to Rs 50	1	3.60
2	Product Prototype development	1	2.00	6	1.50	60 new prototype products were developed from existing products Int'l Fashion designers from SES Germany, NIFT, Kolkata involved Resulting into better sales realisation & higher profit margins for weavers	1	1.50
3	Capacity Building of Local Designers	4	1.00	7	0.42	Seven training programmes organised on Colour forecast, Visual merchandising, Design & Product dev. & CAD International expert from SES Germany & PUM Holland were the resource persons 85 Local designers benefitted	4	1.00
C	Financial Linkages							

2008-09 [Updated till 31st July,2009]							2009-10 [Proposed]	
Sl. No.	Physical Activity	Physical Target [Frquency / No:]	Financial Target [Rs. In lakhs]	Physical Achievem ent [2008-09]	Financial Achieveme nt [2008-09] [Rs in lakhs]	Remarks	Physical Target [Frquency / No:]	Financial Target [Rs. In lakhs]
	1	2	3	4	5	6	7	8
1	Credit Facilitation of Master weavers through MCGF				3.00	One consortium namely M/s shantipur HL Weavers Consortium taking care of 300 Weavers reaped the benefit of 10.00 Lakhs cash credit limit Facilitated the credit linkages of 25 SHG groups Resulting the credit brenefit of Rs Rs 10.00 Lakhs of more than 325 weavers	4	-
D	Training & Workshops							
1	Orientation/ Workshops of dyers	8	3.00	17	1.96	17 different categories of training programme conducted Training on Oragnic Cotton, Bamboo,Wool & Acrylic Yarn Dyeing,Veg Dyg shade development, Product Diversification, Fianancial Management, Packaging, Basic Computer Operation etc conducted Total 382 Dyers & weavers benefitted	8	1.00
E	Infrastructure Development							
1	Dye house subject to submission of DPR in PPP mode	1	5.00			Land identified. Site & Building Plan submitted to Shantipur Municipality. Dye House for Shantipur Cluster had all ready been approved by O/o DC(HL) vide letter no.2/16/2006-DCH/Cluster on dated 3rd September 2007 amounting to Rs.13.74 lakh. (CEO to Submit report)	-	-
F	Institutional Strengtheing							

2008-09 [Updated till 31st July,2009]							2009-10 [Proposed]	
Sl. No.	Physical Activity	Physical Target [Frquency / No:]	Financial Target [Rs. In lakhs]	Physical Achievem ent [2008-09]	Financial Achieveme nt [2008-09] [Rs in lakhs]	Remarks	Physical Target [Frquency / No:]	Financial Target [Rs. In lakhs]
	1	2	3	4	5	6	7	8
1	Appointment of Professional & Technical Assistant	2	2.00	1	1.80	One Technical Assistant was engaged for IHCDP	1	2.00
2	Formation of SHG, Common Interest Group	100	3.00	102	2.21	Capacity building of 102 SHG groups conducted 15 workshops & training programme conducted Sensitized on lifeskills, attitudinal skills,mgt. skills, mkt skills, designing etc. 512 weavers, Dyers & Designers were benefitted Credit & bank Linkages established to 34 SHGs	50	1.00
3	Exposure Visit	1	1.00	6	0.30	6 Exposure Visits conducted to Bhagalpur, Malda, Weavers Studio & Kolkata based boutiques 38 Weavers , Designers & Dyers were benefitted Stakeholders exposed to Pneumatic Jacquard, Twisting machines & Finishing machines	-	-
G	Monitoring							
1	CDCG Meeting	1	0.10	2+ 4 Review Meeting	0.45	Two CDCG meeting conducted ,one in Oct 08 & Other in May 09	1	0.25
H	New Activities Sanctioned							

2008-09 [Updated till 31st July,2009]						2009-10 [Proposed]		
Sl. No.	Physical Activity	Physical Target [Frquency / No:]	Financial Target [Rs. In lakhs]	Physical Achievem ent [2008-09]	Financial Achieveme nt [2008-09] [Rs in lakhs]	Remarks	Physical Target [Frquency / No:]	Financial Target [Rs. In lakhs]
	1	2	3	4	5	6	7	8
1	Business Link Programme with CBI, PUM etc	5	2.00	2	1.12	<p>One Intl fashion Designer, One Textiles Designer & market linkages expert from SES Germany & PUM Holland visited One Buyer Seller meet in Kolkata & One prototype product training conducted 25 Stakeholders from 10 consortium reaped the idea Big Buyers like West Side roped Country co-ordinator Mr. Wouter Cryghton visited consortium & granted support of Rs 2000 Euro for finishing machines</p> <p>Subject to submission of detail report to the O/o DC - HL]</p>	3	1.00
2	Training on Value addition Stoles, fringes, embroidery etc	2	0.50	2	0.20	One Training programme on Block & screen Printing conducted & 7 Weavers & Designers acquired the skills Printing already started on production basis Other Training programmes on Kantha Stitch also conducted & 22 participants from SHG groups reaped the benefit	5	1.00
3	Preparation of Catalogues of Consortium	10	1.00	7	0.45	7 Brochure of seven leading cluster consortium evolved under IHCDP prepared by Cluster Office for aggressive marketing of each institution	-	-

2008-09 [Updated till 31st July,2009]							2009-10 [Proposed]	
Sl. No.	Physical Activity	Physical Target [Frquency / No:]	Financial Target [Rs. In lakhs]	Physical Achievem ent [2008-09]	Financial Achieveme nt [2008-09] [Rs in lakhs]	Remarks	Physical Target [Frquency / No:]	Financial Target [Rs. In lakhs]
	1	2	3	4	5	6	7	8
4	Common B2C portal of all consortium	1	1.50	1	0.40	Web portal covering all consortium product completed DRDC Nadia contributed Rs 1.92 laks 40 stakeholders of all consortium were trained on functioning of web portal 2 orders from USA of US\$ 125 r eceived	-	-
5	Coverage of Handloom Mark for consortium on PPP mode	5	1.00	49	1.00	49 applications of SHG & Cluster consortium already submitted for registration (By Textile Committee)	-	-
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	2.00	6	0.68	Supply order has been already placed along with 50% advance 4 Pneumatic Jacquard , Bobbin Winding machine & pirn winding machines would be first time in the cluster	-	-
7	Establishment of Modern Design Studio by Designers consortium (Subject to submission of DPR following in PPP mode.)	1	8.00			Place identified Asked for quotaions & process would be completed by 10-09-09	-	-
8	Video Flim Preparation	1	1.60		0.80	Script finalised & Video shooting would start after receiving 50% advance	-	-
9	Base Line Survey	1	1.00		3.00			
J	New Activities Proposed for the year 2009-10							

2008-09 [Updated till 31st July,2009]							2009-10 [Proposed]	
Sl. No.	Physical Activity	Physical Target [Frquency / No:]	Financial Target [Rs. In lakhs]	Physical Achievement [2008-09]	Financial Achievement [2008-09] [Rs in lakhs]	Remarks	Physical Target [Frquency / No:]	Financial Target [Rs. In lakhs]
	1	2	3	4	5	6	7	8
10	Provision of Handloom Jacquard, Upgradation of Handloom, Dobby, Steel Rod etc on PPP mode					SHG Weavers Federation shown keen interston PPP mode	400	2.00
11	Provision of Twisting machine(400 Spindles)					Cluster Consortium ready to implement on PPP mode. This would create the market of value added HL fabrics of Georgette & Crepe type fabrics	1	0.60
12	Interface with Banks, financial institutions					Needed for incubation of Bank's credit linkages with weavers directly	5	0.50
13	Value addition through establishment of Block & Screen Printing facility for value addition					Cluster consortium already shown keen interest to promote on PPP mode as the facility is very needed for value addition of HL fabrics. [Sanction subject to submission of DPR to the O/o DC - HL]	1	2.50
	GRAND TOTAL [In Rs Lakhs]		0.00		0.00			30.95