

Chirala Handloom cluster
IMPLEMENTING AGENCY: APCO, HYDERABAD
PROGRESS REPORT [2008-09 - UPTO July 2009] & Action Plan [2009-10]

2008-09

Amount Sanctioned: Rs 27.50 Lakhs

Amount Utilized: Rs 12.15 lakhs

% Utilisation 44.33

2009-10

Amount Proposed - 34.90 lakhs

		2008-09				2009-10		
Sr. No.	Physical Activity	Physical Target [Freq/No.]	Phy.Achievement [Apr.08-July.09]	Fin. Target [In Rs Lakhs]	Fin. Achievement Apr.08-July.09]	Remarks	Physical Target [Frquency / No:]	Financial Target [Rs. In lakhs]
1	2	3	4	5	6	7	9	10
A	Financial linkage / meetings							
2	Meetings with Bankers / Financial institutions	10	8	1.50	1.51	Seven awareness meetings were conducted covering 350 weavers and one bankers meeting conducted and also regularly meeting the concerned bank managers. Activity Continued.	2	0.20
B	MARKETING							
4	Market Survey by Consultant							
5	Buyers and Sellers meet with in the cluster	5	4	10.00	6.16	One BSM at Chennai, Three Exhibition has conducted at Hyderabad, and two Exhi. cum BSM's at Ahmedabad and Bangalore and achieved sales of 62.00 lakhs.	6	10.00
6	Exhibition cum Sales outside the cluster						-	-
7	Interface with Exporters / workshops							
8	Mobile sales for 45 days in a year	1	0	1.00	0	Activity Continued.	-	-

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1	2	3	4	5	6	7	9	10
9	Publicity - Brochures & Hoardings and Local Channels	3	2	1.50	0.36	Brouchers has been prepared and publicity done through local news papers about the cluster development programme and its progress was given under 2007-08 activity. Activity Continued.	1	1.00
10	Web-Portal							
C	Product Development / Diversification							
12	Engagement of designer	1	1	3.60	0.40	Sri. K.Umamaheswarao has resigned from 12 th March,2009. There is no desinger at present for the cluster. Activity Continued.	1	3.60
13	Engaging 2 local designers / experts for monitoring transformation of designs into sample products							
14	Product Development by converting paper designs into woven products.	1	1	5.00	1.18	New designs and products are developing regularly with the designs developed by the designer in the cluster and WSC, Vijayawada and local designers.Umamaheshwar Rao had developed 22 paper designs. 4 have been convered into fabric and other 4 are on looms for sample development.	-	-

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1	2	3	4	5	6	7	9	10
D	Replacement of Accessories - Healds, Reed							
16	Quality improvement through replacement of important accessories like healds and reed set of existing 500 looms @ Rs.1000.00 per loom	100	0	1.00	0	One weavers SHG's MAC Society registration is under progress, and this component is utilised for them. Activity Continued.	-	-
E	TRAINING / WORKSHOPS							
18	Workshop on Natural Dyeing							
F	Institutional strengthening							
20	Formation of SHGs and New Co-operative societies	50	65	2.00	1.83	Formation of SHG's is regular process and 9 co-operative societies registration is also under progress. Activity Continued.	10	1.50
21	Formation of Association / Consortium with SHGs, Master weavers & Co-operative societies	1		0.20	0.2	Formation of one SHG's association (MACSociety) registration is under progress. Activity Continued.	50	0.50
22	Exposure visit to successful clusters (Kanoor, Trivandrum, Karur and Trichy)							
23	Awareness meeting							
24	Corpus for Raw Material							

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1	2	3	4	5	6	7	9	10
25	Yarn Corpus – NHDC [MGPS]					Activity Continued.	1	5.00
26	Monitoring							
27	CDCC meetings	4	1	0.20	0.04	CDCC meetings was conducted under the Vice Chairmanship at Chirala on 28-3-2009. Activity Continued.	2	0.10
G	Establishment of CFC							
29	CFC							
30	Dye House					Dye House - Subject to submission of DPR in PPP mode	1	6.00
31	Product Catalogue	1	1	0.50	0.42	It is ready and shall be produced during the review meeting. Activity Continued.	1	0.50
32	Handloom Mark Registration	1	1	1.00	0.05	Handloom Mark awareness meeting has been conducted on 30th March 2009. Activity Continued.	5	0.50
H						New Activities Proposed for the year 2009-10		
33						Corpus for CFC& Dye House for keeping Dyes, Chemicals, zari etc	1	2.00
34						CATD with card punching machine in CFC and Dye House	4	4.00
	GRAND TOTAL			27.50	12.15	GRAND TOTAL		34.90