

## NADIA HANDLOOM CLUSTER (SANTIPUR)

### CLUSTER HIGHLIGHTS UPTO OCTOBER 2009 (YEAR 2008-09)

- Participated in Handloom Cluster Expo at Ahmedabad during the month and generated sales worth Rs. 6.96 lakhs.
- Participated in six fairs in State HI Expo, HL Cluster Expo at Kolkata (Sales Rs.2.63 Lakhs), Fair at Berhumpur, Barasat, Midnapur & Ranaghat. Rs.2.44 lakhs sales generated during Handloom Cluster Expo held at Bangalore.
- Total sales turn over so far is 85.16 lakhs.
- Participated in 42 exhibitions and 20 BSMs during year.
- 20 orientation workshops were organized during the year. One orientation workshop on product diversification is started during the month.
- Training was conducted on export procedure for 20 participants.
- A weavers training on silk weaving was conducted for 10 weavers. A *training programme on Silk Weaving* was conducted for *SHG weavers* engaged in cotton weaving for 13 weavers
- An exposure visit was done to Bhagalpur cluster with 16 participants. Another was made at Malda, Kolkata.
- There are total 102 SHGs in the cluster covering 1020 weavers.
- Shade Development with vegetable dyes training was conducted in which total 40 Vegetable Dyes shades were developed.
- 2 dyers training were conducted. 15 dyeing training programmes were conducted during the year.
- Value addition training (Block and Screen printing) was conducted covering 47 participants.
- Under proactive guidance of Hon'ble District Magistrate, Shri O.S. Meena, IAS, a buyer seller meet was organized in presence of retail chains like Reliance Retails, Fab India, Mega Mart, CCIC, Handloom House etc on 24-10-08.
- 16 new prototype products were developed by NIFT & Kolkata based fashion designer. Another set of 25 prototype products were developed. 19 proto type products were developed through SES Germany Experts. Three new Designs were developed for necessary Product Development in dress materials from the theme supplied by Reliance Retails.
- Financial assistance for promotion of web portal of Shantipur Handloom Cluster was made available from District Rural Development Cell (DRDC) of Nadia by Hon'ble District Magistrate & CDCG Chairman, Shri O.S. Meena, IAS as a part of convergence of Scheme for promotion & Brand Image of Shantipur Handloom Product.
- Miss Aditi Mukherji is appointed as designer and as developed 8 new designs.
- Dye house sanctioned. But approval is awaited from O/o DC (HL) for permission to Cooperative society for of Dye house.
- **Fund Utilization Year 2008-09:**  
**Sanctioned Budget:** Rs. 51.12 Lakh, **Amount Utilized:** Rs. 41.54, =**81.26 %**