

**VARANASI HANDLOOM CLUSTER
CLUSTER HIGHLIGHTS UPTO OCTOBER 2009 (YEAR 2008-09)**

- Participated in Handloom Cluster Expo at Ahmedabad during the month and generated sales worth Rs.4.54 lakhs
- Participated in Handloom Cluster Expo at Kolkata and generated sales worth Rs.4.54 lakhs.
- A BSM was organized with three buyers in the cluster pocket during the month (Mr. Brij from Jaipur, Ms Shree Devi and Ms Bhagya Laxmi). Order Generated is Rs. 1.80 Lakhs and sales realized are Rs 2.92 Lakhs. Two BSM was organized with Lifestyle and Shri Design Studio – Sold goods worth Rs. 5.15 lakhs and Rs.1.98 lakh respectively. Cluster has received a repeat order of supplying 258 Sarees worth Rs.5.25 lakhs from Lifestyle. A sample of cushion cover supplied to Lifestyle is approved and order received.
- Order of 1050 meters of fabric @ Rs.335 per meter from Fabindia is executed. 5 awareness camps were organized for Silk / Handloom Marks.
- 52 SHGs formed involving 604 weavers, including weavers from Consortium. Three SHGs got term loan of Rs. 7.50 lakh (Rs. 2.50 lakh each) and 27 individual weaves got loan Rs 9.80 lakh
- 18 weavers have been registered under Artisan Card Scheme for credit linkages.
- Cluster has got Geographical Indication (GI) registration for its products.
- 4 Bankers meets were organized with Producer Co
- First Volume of Fabric catalogue is ready. New product catalogue and documentary film is prepared.
- 27 designs have been given to Bunkar Self Help Group through B.H.V.S.P.Co.Ltd. For development.
- 2 Managerial training programmes were conducted.
- Till the date 8 Dyeing workshops & 5 Dyers training have been organized during the year
- Producers Company has obtained PAN card & silk mark. CCIC registration supply co. no. B- 254.
- Sales / Orders realized through during the year:
Exhibitions: Rs 34.14 lakh / Fab India Rs. 1.50 lakh/ UP handloom: Rs. 4.00 lakh / at metro City (Delhi, Mumbai, Bangalore & Kolkata) Rs. 61.00 Lakh).
- Total Rs. 47.79 lakhs worth yarn supplied through NHDC and 600 weavers benefited.
- 2 Dyes – House upgraded at Ramnagar- 5693 kg yarn dyed income Rs. 1.46 lakhs and Lohta – 6533 Kg yarn dyed – income Rs. 2.20 lakhs till Oct.09.Commercially functional.
- CFC & Dye House: Ground floor construction is completed. Construction work is going on. Contractor has been changed.
- Designer has developed 32 designs so far. Has achieved Sales worth Rs. 7.35 lakhs & orders worth Rs. 11.90 lakhs exclusively through his efforts.
- **Fund Utilization 2008-09:**
Amount Sanctioned: Rs 39.10 lakhs, **Amount Utilized:** Rs 35.96 lakhs= **91.97%.**