

Name of the Cluster: Shantipur [Nadia]
IMPLEMENTING AGENCY: Textiles Committee, Mumbai
PROGRESS REPORT [2007-08] & [2008-09] [UPTO APRIL,2009]

2007-08

Amount Sanctioned - Rs 50.24 lakhs

Amount Utilized - Rs 38.40 lakhs

% of Utilization :76.43

2008-09

Amount sanctioned: 51.12 Lakhs

Amount Utilized : 29.27 Lakhs

% of Utilization: 57.25

2007-08 - Updated till April,2009						2008-09				
Sr No	Physical Activity [NOTE: The Activities mentioned in Bold below are also the activities sanctioned for 2008-09]	Phy. Target [Freq/ No]	Phy Achievemen t [07-08]	Financial Target [Rs. In lakhs]	Fin. Achievement [07-08] [Rs in lakhs]	Remarks	Physical Target [Freq/No.]	Phy.Achieveme nt [Apr.08-Apr.09]	Fin. Target [In Rs Lakhs]	Fin. Achievement [Apr.08 to Apr.09]
	1	2	3	4	5	6	7	8	9	10
A	Market Linkages									
1	Market Study	1	1	3.00	3.00	Textiles Excellence of Mumbai completed the study and report submitted.				
2	Corporate Linkage Meet & Trade Fair Participation	2	7	2.00	3.45	One each at Chennai, New Delhi, Bangalore, & Kolkata. Participated at Textiles India Fair, New Delhi, Cottons of India Fair, Pragati Maidan, New Delhi, Tant Bastra Mela at 5 locations viz; Contai, Ranigang, Sreerampore, W. Midnapore & Krishnanagar. Total sales Worth: Rs 33 lakhs.	5	28	5.00	9.30
3	Buyer Seller Meet	2	5	2.00	5.48	One in Delhi, Heim Textiles Mumbai, Handloom Clusters Expo, A'bad; N. Delhi with HL House; Indian Gift & Handicrafts Fair at Greater Noida - Orders worth 9.7 Lakhs.	5	17	5.00	1.25
4	Creation of Web Site	1	1	0.50	0.50	Common Website developed by NRA.				
5	Preparation of Cluster Product catalogue	1	2	2.00	2.92	Product catalogues - three different sets produced. Two catalogues sent to office of DC - HL.	1	5	2.92	3.25
6	Advertising & publishing Material of cluster- Publicity	1	3	1.00	0.54	4 Cluster consortia participated in Kudhra Shilp Exhibition, MSME, Govt. of India. Two consortia provided advertisement in Calcutta University Alumni association journal & One advertisement published in Indo German Chamber of Commerce Journal.	1	5	1.00	0.77
7	Training on Export Marketing	2	2	2.00	3.00	One trg programme conducted on " How to do direct export by Cluster approach; Total 120 stakeholders participated. Another programme conducted on Export Procedure trg at MSME , Kolkata; Total 50 stakeholders participated.	1	1	0.50	0.4

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	1	2	3	4	5	6	7	8	9	10
19	Corpus for raw material	1		5.00	5.00	One Cycle of yarn has been rotated so far for 200 weavers.				
H	Monitoring									
20	CDCC Meeting	5		0.25	0.19	Two CDCC meetings conducted	1	2	0.10	0.15
	GRAND TOTAL			50.24	38.40					
						Activities 2008-09				
21						Business Link Programme with CBI, PUM	5	2	2.00	1.12
22						Training on Value addition	2	2	0.50	0.20
23						Preparation of Catalogue	10	7	1.00	0.45
24						Common B2C Portal for all consortium	1	1	1.50	0.40
25						Coverage of Handloom Mark for consortium on PPP Mode	5	35	1.00	0.70
26						Supplying Handloom Accessories e.g Light Wt. Jacquard, Pirn Winding m/c, Bobbin Winding m/c, broader width loom etc. to Cluster Groups	100	6	2.00	0.68
27						Establishment of Modern Design Studio by Designer Consortium	1	0	8.00	
						GRAND TOTAL			51.12	29.27

Remarks

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Consortiums have participated in 28 different exhibitions and Fairs viz; Delhi Haat, Silk Fab, State HL expo-Kolkata, Ahmedabad, Purulia, Bhusawal Special HL Expo, Chinsurah (State Expo - WB), Lucknow, Delhi Silk Fab, Aurangabad(MS), A'Bad Fair, Pritam pura, Delhi, Bangalore, Panihati, Hubli, Hyderabad, Bhubaneshwar, Patna & Chaitra Sale at WB -Bankura, West Midnapur, Barasat, Krishnanager etc. **Total sale is Rs. 49.15 Lakhs**

BSM conducted with West Side, Handloom House, BNCCI- Kolkata, Reliance Retail, CCIC, Fab India & HHEC, DM Office Krishnanagar, Nadia, WSC, Delhi, Fabindia, SPARSH, ROTC, Kolkata, Spring fair, New Delhi & with Pune based buyer. Total orders received and executed - **Rs.25.50 lakhs.**

One saree catalogue was developed from 07-08 Fund. 2nd of Mixed product catalogue from 07-08 fund. One catalogue for proto type product. Another catalogue for Shantipur Cluster. Third one is CD for Shantipur products.

Adv published in Annual Indo- German Trade Journal & · Adv Published in Textiles Excellence Adv in Textiles Excellence Journal in Jan 09

An export marketing training programme conducted from 24th Feb 09 for two weeks . 20 participants took part in the training.

Remarks
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<p>15 motifs developed through local Designers for theme & 10 new Designs in dress materials, stoles & scarves developed through 3 cluster consortiums.</p> <p>Four designs were developed in Jamdani Sarees, stoles & curtian. New generation fibres of ORGANIC COTTON & BAMBOO introduced first time in the cluster. 5 new Designs in new generation fibres like LYOCELL & SOYABEAN fibres were developed. new designs were developed in Lyocel, Bamboo & Soyabean fibres.</p>
<ul style="list-style-type: none"> • Cluster Designer developed products from 3 consortium in 07-08 fund, International Expert from SES developed existing products in 07-08 fund, Other prototype products were developed by NIFT & Kolkata based fashion designer • 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.
<ul style="list-style-type: none"> • Training by International Designers in 07-08. Training programme on Colour Forecast, Design & Product Development for local designers by Mrs Hetty Oom , PUM - Netherland.
<p>Shantipur H L Weavers Consortium - Credit Limit enhanced to Rs 10.00 Lakhs for 300 weavers.</p>

Remarks

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• Training on Weaving techniques for product diversifications.
• Shade development with vegetable dyes started in Kutirpara Dye house & 40 shades developed.
• 3rd shade development programme with vegetable dyes & 40 shades developed.
Seven training programmes organised on Silk Weaving to Weavers Consortium, Financial management to Weavers to manage funds & accounts, 4 Training programmes on Wool Dyeing, Trg on Packaging, One training programme on Lyocel Dyeing ; 4 weavers benefited & Finishing & others on Product diversification reaping the benefit to 11 weavers.

Approval yet to be received from O/o DC - HL.

Payment has been made from Textiles Committee accounts.

Workshop organized with Evergreen SHG consortium & Proposal for employing one agency from Kolkata sent to HQ in Mumbai for necessary approval & delayed due to lack of fund. An agency called iland informatics limited of Kolkata engaged for capacity building of SHG of Shantipur Cluster. 10 Basic orientation programme was organised covering 324 participants of 70 SHG group.

Shantipur HL Designers consortium visited Bhagalpur cluster & 16 members deligation visited Malda for Pneumatic Jacquard, Silk Weaving & Reeling. Total 30 weavers participated.

Remarks
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CDCG Meeting conducted on 24-10-08.
• Proto type products of garments were developed for market linkages with EU market. PUM country coordinator called Mr. Wouter Cryghton visited Shantipur Cluster to know the progrees of the cluster & provide future support from PUM to Shantipur Cluster.
Training programme on Block & Screen Printing from 12th to 15th Feb 47 Local Weavers & Designers reaped the benefit Training programme on Kantha Stitch was started from 19-03-09 & 22 participants reaping the benefit
Consortium catalogues for 7 cluster groups were planned & 50% expenditure were committed to complete the activity
DRDA from Nadia provided the fund of 1.14 for 1st instalment
28 Applications from consortium & SHG collected & expenditure committed to complete the registration
Quotations received through WSC Chennai & necessary approval for HQ is pending for lack of fund. Work order has been placed for six machineries & Rs 0.68 Lakhs expenditure was incurred as committed expenditure
• Project paper submitted to DC Office • Consortium members deposited 20% of Project cost in Bank Account & agreed to pay as PPP mode • Site of the project identified 4 Placed before DC(H) office for approval