

**Chirala Handloom cluster**  
**IMPLEMENTING AGENCY: APCO, HYDERABAD**

**PROGRESS REPORT FOR THE MONTH OF OCTOBER 2009 [ Year 2008-09]**

Amount Sanctioned:Rs.27.50 Lakhs

Amount Utilized: Rs. 13.94Lakhs

% of utilization :50.69

2008-09								
Sr No	Physical Activity	Physical Target [Frequency [No.]			Financial Target [In Rs (Lakhs)]			Remarks
		Annual Target	Achivement during the month of February 09	Achivement progressive total of the year 08-09	Annual Target	Achivement during the month of February 09	Achivement progressive total of the year 08-09	
<b>1</b>	<b>Financial linkage / meetings</b>							
1.1	Meetings with Bankers / Financial institutions	10	0	15	1.50	0.00	1.51	Fourteen awareness meetings were conducted covering 700 weavers and one bankers meeting conducted and also regularly meeting the concerned bank managers.
<b>2</b>	<b>MARKETING</b>							
2.1	Buyers and Sellers Meet within cluster	5	1	9	10.00	0.10	7.77	Participated in Ahmedabad cluster expo and generated sales worth Rs. 3.37. One BSM at Chennai, five Exhibition has conducted at Hyderabad, and three Exhi. cum BSM's at Kolkata, Ahmedabad and Bangalore and achieved sales of 14.87 lakhs.
2.2	Mobile sales for 45 days in a year	1	0	0	1.00	0.00	0.00	
2.3	Publicity - Brochures & Hoardings and Local Channels	3	0	2	1.50	0.00	0.36	Brouchers as been prepared and publicity through local news papers about the cluster development programme and its progress was given under 2007-08 activity.
<b>3</b>	<b>Product Development / Diversification</b>							
3.1	Engagement of designer	1	0	1	3.60	0.00	0.40	Pallavi Joshi has been appointed as a designer to Chirala cluster as she has not been visited cluster only 3 days, IA has terminated the designer. At present no designer is working in the cluster
3.2	Product Development by converting paper designs into woven products.	1	0	1	5.00	0.02	1.21	New designs and products are developing regularly with the designs developed by the designer in the cluster and WSC, Vijayawada and local designers.
<b>4</b>	<b>Replacement of Accessories - Healds,</b>							

4.1	Quality improvement through replacement of important accessories like healds and reed set of existing 100 looms @ Rs.1000.00 per loom	100	0	0	1.00	0.00	0.00	One weavers SHG's MAC Society registered and it is functioning from 14th June 2009, and this component is utilised for them.
<b>5</b>	<b>Institutional strengthening</b>					0.00	0.00	
5.1	Formation of SHGs and New Co-operative societies	50	0	65	2.00	0.00	1.97	Formation of SHG's is regular process and 9 co-operative societies registration is also under progress.
5.2	Formation of Association / Consortium with SHGs, Master weavers & Co-operative societies	1	0	1	0.20	0.00	0.21	Formation of one SHG's association (MACSociety) registration is completed and it is working from 14th June 2009.
<b>6</b>	<b>Monitoring</b>					0.00		
8.1	CDCC meetings	4	0	1	0.20	0.00	0.03	CDCC meetings was conducted under the Vice Chairmanship at Chirala on 28-3-2009.
<b>7</b>	<b>New Activities Sanctioned</b>					0.00		
7.1	Product Catalogue	1	0	1	0.50	0.00	0.43	New product catalogue is prepared.
7.2	Handloom Mark Registration	1	0	1	1.00	0.00	0.05	Handloom Mark awareness meeting has been conducted on 30th March 2009.
	<b>GRAND TOTAL</b>				<b>27.50</b>	<b>0.12</b>	<b>13.94</b>	