

NAME OF THE CLUSTER: VARANASI  
 IMPLEMENTING AGENCY: EDI,AHMEDABAD  
 PROGRESS REPORT FOR THE MONTH OF MAY ,2010 [ Year 2009-10]

Amount Sanctioned:Rs.50.60 Lakhs

Amount Utilized: Rs. 22.22 Lakhs

% of utilization :43.91

| 2009-10  |   |                             |                              |  |                                |                              |  |   |
|----------|---|-----------------------------|------------------------------|--|--------------------------------|------------------------------|--|---|
| Sr No    | Physical Activity   | Physical Target [Freq- No.] |                              |  | Financial Target [In Rs Lakhs] |                              |  | Remarks   |
|          |   | Annual Target               | Achievement during the month | Achivement progressive total of the year 09-10 | Annual Target                  | Achievement during the month | Achivement progressive total of the year 09-10 |   |
| <b>A</b> | <b>Market Linkages</b>  |                             |                              |  |                                |                              |  |   |
| 1        | Business meet with National buyers for 2 - 3 days at Varanasi | 5                           | 0                            | 8  | 15.00                          | 0.35                         | 12.00  | <p>Tie ups with Hi-design, Shilpi- jaipur, JKM Overseas-Gurgaon.</p> <p><b>Oct:</b> Attended six nos. of exhibition programme held at Ahmedabad (EDI), Gwalior, Gaziabad (ACASH), Noida (ACASH), Silk fab- Ahmedabad, Jaipur. Total Sale= <b>Rs. 3.61</b> .</p> <p>Nov: Visit of concerned persons from JKM Overseas, Gurgaon. Four nos. of exhibition programme attended. Total Sale <b>Rs 1.40</b> Lakhs.</p> <p><b>Dec. 09:</b> Total Programme attended - 4 Nos and total Sale is <b>Rs 9.5</b> Lakhs.</p> <p><b>Jan, 2010:</b> Total Prog attended are <b>1.</b>Silk India 2010- Pragati Maidan, <b>2.</b>Silk Expo - M.P Silk federation, <b>3.</b>Chatisgarh, Expo - Chandigarh, <b>4.</b>ACASH, Surajkund - Hariyana, <b>5.</b>JSS Mysore, <b>6.</b>Silk fab - Indore. Two buyers interface (Fabindia &amp; ICICI) have been conducted at Project office, varanasi.</p> <p><b>Feb.10:</b> One buyer-seller meet has been organised with Fab- Creation- Mumbai and received the order of Rs.1.89 lakh . Weavers attended the exhibitions <b>1.</b>Suraj Kunda- Narayana, <b>2.</b>NHDC-Silk Fab-Indore &amp; <b>3.</b> Acash Saree India-Delhi , Total Sale Rs.5.75. <b>March'10 :</b> Weavers attended exhibitions at MP Silk Federation - Jabalpur &amp; Gwalior, Directorate of Women Rajasthan - Jaipur and NHDC-Jaipur. Total sales Rs.5.30 Lakh. A buyer seller meet organised at cluster area three byuers from Andhra Pradesh participate.</p> <p><b>May10:</b> one exhibition at Urban Hatt Varanasi and a buyer from Fab- creation Mumbai.</p> |
| 2        | Organizing Exhibition   | 10                          | 1                            | 25   |                                |                              |  |   |

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| 3        | Product Catalogue - Publicity Material   | 4                           | 0                            | 2  | 1.00                           | 0.00                         | 0.85   | New Swatches Catalogue has been prepared. Contribution money for website advertisement (Rs 0.50 Lakhs). Publicity material has been distibuted in cluster area. March'10: Second Fabric catalouge in under preparation and sign board have been distributed in cluster area as part of publicity.   |
| <b>B</b> | <b>Design and Product Development</b>  |                             |                              |  |                                |                              |  |   |
| 4        | Engagement of Designer   | 1                           | 0                            | 1  | 3.60                           | 0.30                         | 2.40   | Designer fees   |
| 5        | Development of new and diversified prodcuts for the national and international markets                   | 50                          | 0                            | 26   | 2.00                           | 0.00                         | 1.40   | High Design-07 no of fabric design; CCIC New Delhi - 2 nos. - Design for fabrics : Fab-Creation: 2 nos. of fabric design. Sarika - New Delhi -2 Sarees design, Monika Sarees - 2 nos. of sarees design, Silpi - Jaipur : one sarees design and one fabrics, U.P. artisan Sutradhar - 6 fabric design. Marketable test: 02 no of sarees design   |
| <b>C</b> | <b>Training and Workshop</b>   |                             |                              |  |                                |                              |  |   |
| 6        | Dyeing workshop at the cluster   | 8                           | 0                            | 5  | 0.40                           | 0.00                         | 0.25   | Five Workshop conducted in different location of cluster area   |
| 7        | Training of dyers at WSC or with the dyeing companies / outside the cluster                              | 4                           | 1                            | 2  | 2.00                           | 0.50                         | 1.00   | First programme conducted at WSC. Second programme at CFC-Kotwa on Naturla Dyeing.  |
| <b>D</b> | <b>Institutional Development / Strengthening</b>   |                             |                              |  |                                |                              |  |   |
| 8        | Formation of weavers Groups in Kotwa, Lohta and Ramnagar   | 25                          | 2                            | 22   | 0.75                           | 0.06                         | 0.66   | Total 22 SHG has been formed in cluster area during the year  |
| 9        | Capacity Building of office bearers and members of the groups on costing, management and quality control | 10                          | 3                            | 10   | 0.25                           | 0.07                         | 0.25   | Strengthening of existing SHGs and awareness creation for the formation of new SHGs. Ramnagar:01, Kotwa: 01, Lohta: 03.<br>Nov.09: One Capacity Building training programme has been conducted at Lohta.<br>Dec.09: Two capacity building programme for SHGs members have been conducted one at Lohta and other at Ramnagar.<br>Jan, 2010: Capacity building prog. conducted at lohta<br>Feb.10: one Capacity building prog. conducted at Kotwa for 25 SHG members. |
| <b>E</b> | <b>Financial Linkages</b>  |                             |                              |  |                                |                              |  |   |

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| 10       | Organizing Bankers Meet                                      | 4                           | 0                            | 3  | 0.25   | 0.00                         | 0.16   | In Feb.10 a meeting of the board of direcotrs and share holder had with PNB at Parab branch to extend the loan at Ramnagar. One to one interaction with the concerned departments going on. Meeting with Kashi Gomti Grameen bank at village kotwa. March: SHG members & shareholder of producer co have a interaction with Branch Manager - Allahabad Bank |
| 12       | Facilitation of credit linkages with financial institutions  | 20                          | 0                            | 15 Individualts + 12 SHGs                      | 0.25   | 0.00                         | 0.25   | Credit to two nos. of SHGs were extended, total amount Rs. 50,000.Feb.10: 15 weavers loan has been sanctioned and loan amount yet to be disbursed. March - SHG loan has been sanctioned by the Allahabad bank Lohta and loan amount yet to be disbursed.  |
| 12       | <b>Corpus of Yarn</b>  | -                           |                              |  | -  |                              |  | Oct: Yarn worth Rs 1226125 has been supplied by NHDC. Nov: Rs 85000 <b>Dec:</b> Worth Rs. 803800 yarn have been suplied by NHDC in cluster pockets. Jan, 2010: Total yarn supplied - Rs 1098650, March'10: worth of Rs.12.26 lakhs Yarn had supplied by NHDC. Month of May : Yarn worth Rs 05.26 lakh has been supplied by NHDC.                            |
| <b>F</b> | <b>Monitoring</b>  |                             |                              |  |  |                              |  |   |
| 13       | <b>CDCC meeting</b>  | 2                           | 0                            | 0  | 0.20   | 0.00                         | 0.00   | Meeting with new Chairperson is planned   |
| <b>G</b> | <b>Activities Sanctioned in the Year 2008-09 continuted</b>  |                             |                              |  |  |                              |  |   |
| 14       | Business Development Service Providers Interface at Varanasi | 2                           | 0                            | 1  | 1.00   | 0.00                         | 0.50   | One BDS programme has been conducted in month of Dec 09 in which 25 persons participated.   |
| 15       | Managerial Training to the association members               | 4                           | 0                            | 3  | 1.00   | 0.00                         | 0.75   | 2 training conductred at konwa and Lohta in which 37 participated. Managerial training on costing and pricing as well as Financial & Marketing Mgt. training were conducted at village Kotwa which was attended by 18 weavers.  |
| 16       | Handloom Mark / Silk Mark                                    | 5                           | 0                            | 0  | -  | 0.00                         | 0.00   |   |
| <b>H</b> | <b>New Activities Sanctioned for the year 2009-10</b>        |                             |                              |  | <b>[Action Plan for the year 2009-10 [Sr no 17 to 24] will be approved only after visit of Shri S. K. Jha ADC - HL to the Cluster &amp; Submission of DPR to O/o DC (HL).]</b> |                              |  |   |
| 17       | Engagement of Local Designer                                 | 1                           | 0                            | 0  | 1.50   | 0                            | 0  |   |
| 18       | Training to selected stakeholders                            | 4                           | 0                            | 0  | 2.00   | 0                            | 0  |   |
| 19       | Development of Marketing cadre                               | 2                           | 0                            | 0  | 2.00   | 0                            | 0  |   |

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| 20      | Improvements of existing looms                     | 200                         | 45                           | 45   | 8.00                           | 0.25                         | 0.75   | 45 weavers were supplied accessories for value addition work and looms upgraded.. |
| 21      | Up-gradation of existing dye houses                | 2                           | 1                            | 1  | 4.00                           | 0.00                         | 1.00   | Borewell has been dug for water facility for Ikram Group of Dye hosue.            |
| 22      | Up-gradation of selected existing designing centre | 8                           | 0                            | 0  | 0.40                           | 0                            | 0  |   |
| 23      | Establishment of stiching units                    | 2                           | 0                            | 0  | 4.00                           | 0                            | 0  |   |
| 24      | 0  | 1                           | 0                            | 0  | 1.00                           | 0                            | 0  |   |
|         | <b>GRAND TOTAL</b>                                 |                             |                              |  | <b>50.60</b>                   | <b>1.53</b>                  | <b>22.22</b>                                   |   |