

NADIA HANDLOOM CLUSTER (SANTIPUR)

CLUSTER HIGHLIGHTS UPTO MAY, 2010

- Facilitated the Credit Facility of 1.17 lakhs to three SHG groups; SHG's from United Bank of India - Shantipur Branch during the month
- Participated in exhibitions at Burdwan and Bhubaneswar in the month of April'10 and generated sales worth Rs. 5.05 Lakhs.
- Shantipur Lifeline Handloom SHG Weavers Welfare Society taking care of 8 SHGs in participating in National Art & Craft Expo in Bangalore from 14.05.10 to 30.05.10. The sales generated were Rs.1.25 Lakhs.
- BSM with Reliance Retails – purchased worth of Rs.25, 000 Sarees as samples for necessary bulk order in subsequently.
- 8 Local Designers trained on CAM, CATD & in Arahaweave Soft ware during the month.
- A training programme was conducted on Jacquard loom operations for 44 weavers in April'10.
- 3 new accessories like *Light weight Jacquard Machine 120 Hooks & 240 Hooks with accessories, Bobbin Winding Machines, Jacquard extra Healds and high speed looms* for productivity improvement was installed with support of technician of Maduri, 4 Local weavers also trained to run the machine.
- An buyer seller meeting was organized on 24-12-09 with ACASH, New Delhi with one cluster consortium namely M/s Lifeline Handloom Weavers SHG Federation in Weavers Service Center, Kolkata. ACASH selected seven Saree samples for final selection.
- Participated in 26 exhibitions and generated total sales of Rs.49.50 lakhs during the year.
- The Pneumatic Jacquard operated Handloom was installed from 23-12-09 to 03-01-10 in the premises of Shantipur Handloom Office. This sort of facility is first time now available in Bengal for promoting intricate design.
- 9 orientation workshops conducted during the year.
- One Kantha Stitch training started from 27-11-09 for 40 man days 12 weavers reaping the benefit.
- 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.
- The Computer Aided Textiles Designing (CATD) Software was installed in Common Facility Center for Design (Design Studio) managed by M/s Shantipur Handloom Designers Association on 14-12-09 by Software Expert of Nanosoft Technologies, New Delhi.
- **Design Development:** Total 79 new Designs developed so far. Miss Aditi Mukherjee has developed 16 new designs till the date. Total 86 prototypes and 5 motives were developed by previous designers.
- **Total Cumulative sales:** Total sales realization is Rs. 185.05 lakhs. [Rs.139.25 lakhs by Exhibitions & BSMs; Rs.28.00 lakhs by other buyers, Rs.0.30 lakhs by CCIC & Rs. 24.65 lakhs by Handloom House],
- **SHGs formation:** Total 182 SHGs formed covering 2730 weavers so far. Rs.1.11 lakhs credit to SHGs. Rs.10 Lakhs collateral free mutual credit to Shantipur handloom Consortium for 300 weavers. The loan of Rs 2.16 Lakhs has been approved for SHGs for the weavers for technology up gradation, raw materials etc.
- **Yarn Bank:** Total Rs. 14.26 lakhs worth yarn supplied completing 3 cycles and 275 weavers benefited.
- **CFC:** CFC sanctioned in the year 2009-10. Land is provided by Lifeline Handloom Weavers SHG Consortium. Three parties bids received, a comparative statement was prepared & sent to H.Q. for necessary work order.
- **Dye House:** Site Plan and estimate are sanctioned from local self government and sent to IA for tendering process.
- **Block & Screen printing facility:** Functional on production basis from 10.05.10. The resource development for operation was supported under IHCDP scheme with Viswa Bharti University & the facility was provided by Govt. of W.B.
- **Fund Utilization Year 2009-10: Sanctioned Budget:** Rs. 30.95 Lakh, **Amount Utilized:** Rs. 24.48 Lakhs = **79.10 %**