

CITIZEN'S CHARTER

**WEAVERS' SERVICE CENTRE,
BHUBANESWAR**

**GOVT. OF INDIA
MINISTRY OF TEXTILES
WEAVERS' SERVICE CENTRE
OFFICE OF THE DEVELOPMENT COMMISSIONER
FOR HANDLOOMS
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WEAVERS' SERVICE CENTRE, **BHUBANESWAR (ODISHA)**

ORGANISATIONAL PHILOSOPHY:

- **WSC** : Friend for guidance and Partner in progress through Skill, Technological up-gradation and product Development.
- **MOTTO** : Excellence, Facilitation and promotion. Upliftment of Handlooms in Odisha and Weavers community alongwith Development of rural economy.

OUR VISION

Promote and facilitate the continuous growth of the handloom industry to complete in the global market.

OUR MISSION

We dedicate ourselves to support the Handloom Sector at large in upgrading-skill, development/diversification of handloom products, technical advice etc.

OUR VALUES

- Recognize the technical needs of handloom weavers.
- Dedicate ourselves to reach every nook and corner of the sector with a helping hand.

OUR COMMITMENT

- To provide all possible technical assistance in terms of design input, technical advice in weaving/dyeing/printing etc. to weavers and all concerned to Handloom Sector.

- To support weavers technically and others on a continuous basis for sustained development of the Handloom Sector.
- To visit the Handloom pockets for rendering technical assistance to weavers and others.
- To create awareness in the weaver clusters about the services available in WSCs and the schemes implemented by Govt. of India.
- To upgrade the skills of handloom weavers/workers in the field of design development/weaving/dyeing under on-going in-house training programmes and through skill up-gradation in handloom pockets under SAMARTH.
- To provide technologically upgraded looms/accessories to the handloom weavers.

OUR MANDATE:

- Serve and strengthen the second largest sector of Indian Economy in terms of employment generation with dedication, devotion and vision.
- Transfer of R&D and technological advances in the handloom sector from lab to land.
- Strive for value addition and higher productivity.
- Cater to the poor multitude as well as to get it weaved for the niche market.

OUR OBJECTIVES:

- Product development to evolve more marketable products by interaction between expertises available in the fields of weaving, designing and processing.
- Improving weaving techniques and accessories and appliances used in weaving.
- Improving techniques of processing.

- Imparting training weavers by disseminating improved techniques and new designs by undertaking training programmes within the precincts of the centre and in the field.
- Providing market support by arranging interface between designers, producers and buyers which includes execution of sample orders.
- Solving problems arising in pre-loom, loom and post-loom processes and technologies.
- Arranging exhibitions, seminars, workshops focusing on new and improved designs, equipments and processing techniques.
- Preserving and documenting traditional skills and revival of traditional skills and revival of traditional designs for production and marketing.
- Implementing various schemes in handloom sector of the Government of India and providing assistance and interaction with State Government, handloom agencies such as Apex and Primary Cooperatives, State & Private undertakings dealing in handlooms.
- Monitoring of projects sanctioned under various central scheme.

OUR RESOURCES:

- Full commitment and support of the Government of India to make the service centre a vibrant focal point of development and growth of the handloom sector.
- Qualified technical personnel in the discipline of design, processing, weaving and necessary support staff.
- Need-based design development, design adoption, design dissemination, technical inputs in the form of research in looms, dyeing techniques and innovations in appliances and accessories used by the weavers.
- An excellent collection of paper design and fabric samples to chose from for commercial production.

- An excellent Dyeing Laboratory, Design section, Weaving section, Printing section, Library and Documentation section and Computer Aided Textile Design section for sample development, training expert guidance and for extension service.

OUR ARMS FOR SEERVICE:

DESIGN SECTION:

Artists drawn from the best talent available in art schools, Fashion Designing Institutions are constantly engaged in preparing paper designs. These designs comprise both for weaving and for hand block or screen printing. The attempt is to preserve traditional designs by reviving them and/or adopting them to the requirements of the market. The designs help in production of items both for domestic and export markets. The CAD facility available presently in all WSCs helps in preparing the designs and techniques with the aid of a computer. These centres have the services of Jala Makers, graph paper designers who work in close association with the Dyeing Laboratory and the weaving section. Care is taken to see that the designs developed are within the discipline imposed by the types of yarn, dye stuffs and weaving techniques as per requirements of the sector.

WEAVING SECTION:

Weavers' Service Centre, Bhubaneswar in the State of Odisha has given due emphasis rendering the best services for the development of handloom designs and techniques. Expert weavers of various techniques and skills belonging to traditional weaving communities are here. They are supervised by qualified textile technologies. Facilities of proto-type looms and weaving equipments are available in the section. Fabrics in new designs and new textures are produced using different yarns. The section also undertakes simple improvements in looms and in the process of weaving. Field services and on the spot demonstration are carried out at weavers cottage/societies/cluster by our technical experts throughout the years contributing maximum service to the weavers. Skilled technicians always carry out the training programme enriching the knowledge of the weavers either at the society level or at the centre for using Dobby, Jacquard, Jala to weave with extra-warp and extra-weft designs in order to develop the traditional Sambalpuri Tie & Dye sarees, Bomkai, Siminoi etc.

DYEING LABORATORY:

WSC, Bhubaneswar has a fully equipped dye laboratory manned by experienced dyers and qualified technical officer/staff capable of developing techniques in processing of fabrics. Our laboratories have shade cards of silk and cotton. Also, we have prepared silk shade card on vegetable dyeing. These illustrate a number of shades used in the field of handlooms and also give details of the method of application of dye-stuff, temperature to be maintained and the duration of dyeing for each shade. These shade-cards also provide information and degumming, scouring, bleaching, dyeing etc.

PRINTING SECTION:

Our Printing section has a long table for hand-block printing. Beautiful and exclusive hand-blocks (ranging from different sizes/no. of colour) are available for preparing the block printing. Dischargeable and non-dischargeable dye stuffs have been effectively used to obtain multiple effects of rare beauty. Weavers' Service Centre, Bhubaneswar has the excellent craftsmanship of Dyeing and Printing technique for the tussar and silk printing along with various types of printing on cotton fabrics.

LIBRARY AND DOCUMENTATION SECTION:

A collection of cloth samples, photographs, colour slides, books and periodicals dealing with various aspects of the textile industry are available in this section. In an attempt to augment the resources of the WSCs, there is a proposal to acquire a sizeable collection of books and periodicals to form a rich library in each of the centres.

DESIGN RESOURCE CENTRE (DRC):

Design Resource Centre (DRC) is an initiative taken up by the Office of Development Commissioner for Handlooms, Ministry of Textiles, Government of India to build up and create design oriented excellence in the Handloom Sector. The main aim of Design Resource Centre is to develop a strong, competitive and vibrant Handloom Market in the society and to provide sustainable employment to the handloom weavers. DRC would be repositories of inventory of Handloom samples and designs in the Weavers' Service Centre and also, the centre of creation and promotion of new designs.

Design Resource centre has the following facilities:

- a) To develop new designs Manually/CATD
- b) Live demonstration of weaving
- c) To develop woven prototype
- d) Skilling of trainees
- e) Collection of technical books, relevant to design and woven samples
- f) Display of traditional and contemporary handloom products

This project is prestigious and is expected to attract various stakeholders including weavers, designers, exporters scholars, manufactures and co-operatives etc. who are likely to be gained by introducing new designs/products in the market.

OUR CHARTER OF SERVICES:

DESIGN DEVELOPMENT:

Innovative and developed designs, motifs, patterns and prints, via in-house skills, on a regular/ongoing basis, through appropriate systems and trained designers and synchronization of traditional designs, etc. with modern and contemporary design. For this purpose, development of in-house designs undertaken based on:

- a. Specific demand from the market in terms of apex societies, weavers cooperative societies, institutions, exporters, manufacturers or private persons/master trainers.
- b. As per the demand of the international market in terms of colour, design and fashion forecast.
- c. Revival of market worthy traditional motifs
- d. Artists delight from various sources e.g. Museums, Temples, Palaces/Havelis/Houses State/National Archives Private collectors, College of Arts/Crafts caves, Book of Arts/Artifacts. Utmost care is taken to assess its market – worthiness. Help of CATD is taken to perfect the colour and design combination and suitability of fabrics.
 - Maintain and update an inventory of designs, motifs, patterns, prints, etc. and display of developed samples in Display hall/DRC.
 - Popularize increasing adaptation and adoption of designs etc. as a vital ingredient of value added product development/diversification and for the creation and sustenance of a culture of quality.
 - Weavers Service Centre is linked with the National Centre for Textile Design in order to provide information to weavers in terms of fast changing consumer preferences, fashion trends and technological developments in the means of communication both within and outside the country. Weavers' Service Centre on line activities with NCTD and subsequently with weavers relates to the provision and analysis of trends and forecasts of colour and fabrics for the fashion and home fashion industry keeping in mind the requirements of the entire sector such as colour forecasts with regional preferences, forecasts of fiber blends, weaves, fabric structure, motifs and print idea for printed fabrics. WSC has linkages with Export Promotion Councils, State Handloom Agencies having Design Centres, Apex Trade Bodies both inside and outside of the country and related linkages to the textile resource sites. It has a data base of reputed handloom manufacturers, fiber suppliers, spinners and yarn makers, machinery and fashion accessories suppliers, garment manufacturers etc.

- WSC maintains constant approach for Design development at field level, although Orissa is famous for tie & dye (IKAT) designs, still substantial effort is being made to develop other designs with extra warp & extra weft designs.

Bargarh, Sonapur, Maniabandh, Nuapatna, Gopalpur, Jagatsinghpur are some of the important handloom clusters in Odisha. Weavers' Service Centre always emphasizes a lot deputed Textile Designers and other technical personnel to visit those areas for Design Development, enriching colour combination layout and the basic textures of the fabrics. Papers painted Designs developed at the Centre are distributed and also papers painted designs are developed by interacting with the weavers/manufacturers on the spot to bring out new designs. The colour combination, layout of the design is always developed keeping the market trend in view so that this can have easy marketability. Revival of traditional and ethnic varieties like Bomkai, Siminoi, Habaspuri, Mayurbhanj Tribal, Kotpad etc. are taken up with suitable modification and diversification to suit the urban taste.

Revival and development of Bomkai Design is the noticeable contribution of the Weavers' Service Centre. Fine cotton saree weaving in the coastal belt of Jagatsinghpur has the special starching application in the course of weaving is done to give a better folding to sarees blending together tie and dye and extra weft designs. Practical demonstration and training is always arranged to evolve new designs while carrying out design development by using dobby, jacquard, jala or tie & dye.

The Schedule charges for paper/graph designs & computer designs are as follows:-

A. Paper Designs:

- | | |
|---|------------------|
| i. Designs with stripes and checks and additional colour schemes. | -Rs. 50/- each |
| ii. Designs (except those covered in (i) above where the repeat does not exceed 100 sq.cms. | - Rs. 100/- each |
| iii. Designs where the repeat does not exceed 250 sq.cms. | - Rs. 150/- each |

- iv. Designs where the repeat does not exceed 1000 sq.cms - Rs. 250/- each
 v. Designs where the repeat is above 1000 sq.cms. - Rs. 600/- each
 vi. Wedding Saree/Special design print like Paithani, Baluchari, -Rs.1000/- each
 Jamdani etc.

B. Pattern Making Charges (Paper):

- i. 10"x10" graph - Rs.2/- per sq. inch
 subject to minimum Rs.50/-
2. Graph Paper designs:
- i. Upto 100 hooks/leaves - Rs.100/- each
 ii. Upto 400 hooks - **Rs.400 up to 200picks**
Rs.100/- for each addl.100 picks
 iii. Above 400 hooks - Rs.600/- up to 200
 picks & Rs.200/- for
 each addl. 100 picks.

C. Computer Designs:

- i. Cost per design for A-4 size - Rs.250/-
 Cost per design for A-3 size - Rs.300/-
- ii. Computer Graph designs- For 200 Hooks Jacquards - Rs.2/- only per card
 - For 400 Hooks Jacquards - Rs.3/- only per card
 - For 600 Hooks Jacquards - Rs.5/- only per card.

TRAINING:

- Weavers' Service Centre impart training under SAMARTH Scheme to semi skilled and skilled weavers for product development, product diversification and improvement in productivity, dyeing technique and design development on looms, providing infrastructural support for skill up-gradation and capacity building.

SAMARTH:

The Scheme for Capacity Building in Textile Sector (SCBTS) shall be known by the name SAMARTH signifying the broad objective of the scheme to skill the youth for gainful and sustainable employment in the textile sector.

- To promote skilling and skill up-gradation in the traditional sectors of Handlooms, Handicrafts, Sericulture & Jute.
- To enable provision of sustainable livelihood either by wage or self employment to all sections of the society across the county.
- The trainee must be a citizen of India possessing an Aadhaar Card (unless exempted under Aadhaar Act, 2016) with age over 14 years
- Mandatory Aadhaar Enabled Bio-metric Attendance System integrated with centralized MIS will be adopted to ensure real time

- attendance of the trainers and trainees.
- Third party assessment and certification will be mandatory for all the eligible trainees.
- Short-term in-house training in weaving/designing/pattern making and processing to students, weavers, master trainers, employees of State Handloom Corporations, Apex Bodies and others.

Schedule of charges for providing training is Rs.600/- per trainee per month in General category & Rs.300/- in case of SC/ST/Minority candidates.

RESEARCH AND DEVELOPMENT:

- R&D work is carried out for loom development, design modification, development of shade cards, natural dyes, and unique sample development is available at reasonable prices in WSC. Extensions of services are provided through training programmes at very reasonable charges.
- To look into the utility, manufacture and improvement of materials used in the handloom industry and other trades or industries allowed therewith including designing, dyeing, bleaching, finishing, printing and chemical stores etc.
- To assess the utilization of the products of the handloom industry as well as to assist members in the execution of sample orders.
- To do in-house work for the improvement of various machinery and appliances used by the handloom industry and other trades or industries.
- To investigate into and help improvement of various processes of manufacture with a view to secure greater efficiency, rationalization and reduction of costs.

MARKET SUPPORT:

- Providing marketing guidance in coordination with State and Central Government, e.g. nominating and forwarding societies/master weavers for participation in Dilli Haat, Suraj Kund Mela, Taj Mahotsav, Udaipur Craft Mela, Toshali National Crafts Mela, Shilparamam etc.

PROMOTION OF EXCELLENCE:

Recommending weavers for their outstanding contribution in development of handloom products for National Award/Sant Kabir Award.

HELP AND GUIDANCE

GRIEVANCE:

- Any complaint/grievance will be promptly acknowledged and requisite action taken and communicated within 30 working days of receipt.
- If for valid reason (s) a complaint / grievance cannot be redressed within the due time, a suitable interim intimation will be sent promptly by WSC, Bhubaneswar.
- All efforts will be made to redress the grievances satisfactorily. However, if a complaint/grievance has not been attended to promptly or satisfactorily, at the local level, the matter may be considered to be taken up in writing with the following functionaries.

Development Commissioner (Handlooms),
Ministry of Textiles, Room No.56, Udyog Bhawan, New Delhi.

(OR)

Additional Development Commissioner and Chief Vigilance
Officer (Handlooms), Ministry of Textiles, Room No57, Udyog
Bhavan, New Delhi.

(OR)

Joint Development Commissioner (Handlooms), Ministry of
Textiles, Room No.55-A, Udyog Bhawan, New Delhi.

(OR)

Zonal Directors, Weavers' Service Centre, Guwahati.