



CITIZEN'S CHARTER

WEAVERS' SERVICE CENTRE, KANNUR



GOVT. OF INDIA
MINISTRY OF TEXTILES
WEAVERS' SERVICE CENTRE

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WEAVERS' SERVICE CENTRE

Kannur

Weavers' Service Centre, Kannur was established in the year 1973 and is the only centre in the state of Kerala. The objective of the centre is to help the modernization of handloom industry and improve the working and living condition of the handloom weavers and allied workers by implementing various schemes of the Government of India from time to time. The organizational hierarchy is given below.

| S. No. | Category | Name of Post | No. of Posts | Responsibilities |
|--------|---------------|------------------------------------|--------------|--|
| 1 | Officers | Deputy Director | 1 | Head of Office - Controlling entire activities of office. |
| | | Assistant Director | 1 | DDO and In-charge of Administration and Dyeing & Printing section. |
| 2 | Admin Section | Assistant | 1 | To overall supervise admin section To attend and prepare financial correspondences including preparation of pay bills To look after files correspondence |
| | | Upper Division Clerk (UDC) | 3 | To keep stores in proper order, purchase of material as per requirement and disposal, sale of PPD, cloth samples, shade card, etc. To assist for files correspondence |
| | | Lower Division Clerk (LDC) | 1 | To assist for files correspondence To assist for bank transaction To maintain diaries & dispatch register |
| | | Multi Tasking Staff (MTS) | 2 | To assist the officers for files correspondence To receive and dispatch of office letters To keep the office clean and neat |
| 3 | Weaving | Technical Superintendent (Weaving) | 2 | To overall supervise weaving section, which include translating paper designs into samples, product development, analysis and costing of fabrics, training to the trainees, etc. |
| | | Senior Weaver | 1 | To produce new weaving designs on looms To set new looms for dobby & jacquard design weaving To weave different types of fabrics by using different fibres & designs. To impart practical training to trainees in office & in fields. |
| | | Junior weaver | 3 | To assist for weaving new designs on looms. To weave different types of fabrics by using different fibres & designs. To prepare pattern for warp preparation. |
| | | Junior Assistant (Weaving) | 2 | Preparatory process of weaving like warp preparation, sizing, beaming and general assistance in work of weaving section. |
| | | Attendant (Weaving) | 3 | To cut and prepare samples. To prepare sample booklets. To assist in sizing of yarn To assist in winding of warp and weft To assist in warping/winding/ jala lifting |
| | | Carpenter | 1 | To prepare new looms and prototype sample loom To attend carpentry work on existing loom, warping machine. To attend technical carpentry work on looms, warping machines, etc in field. |

| | | | | |
|---|--------|---------------------------------------|---|---|
| 4 | Dyeing | Technical Superintendent (Processing) | 1 | To supervise the work of Dyeing and Printing Section. To give guidance to Printers, dyers. To conduct and monitor various in-house and field training programmes in dyeing and printing etc. |
| | | Junior Printer | 1 | Block, Screen printing , Batik printing, etc Dyeing of yarn & cloth samples To impart training to trainees in Dyers & Printers in-house & fields. |
| | | Junior Assistant (Processing) | 1 | To assist in processing of textiles (including scouring, bleaching, dyeing, printing, finishing) and to impart training to trainees in dyeing & printing. |
| | | Attendant (Processing) | 2 | To attend to the work of the processing section. To assist in the semi manual labour involved in the processing section. To assist in dyeing and printing section in dyeing the yarn in the dye-vats and later attending to the washing, hydro-extracting and dyeing. |
| 5 | Design | Textile Designer | 2 | To prepare appropriate motifs and colour combinations as well as layouts of designs on paper and in fabric manually and also to prepare Computer Aided Textile Designs. To collect samples and designs from various Handlooms and Craft Centres, Museum and other sources. To impart training to trainees in designing. |

OUR VISION

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

OUR MISSION

We dedicate ourselves to support the Handloom Sector in up-grading 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 technically support weavers 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 upgrade the skills of handloom weavers/workers in the field of design development/weaving/dyeing under on-going in-house short term training programmes and also **Inside & Outside Block level clusters** under National Handloom Development Project Scheme.

OUR MANDATE

- Serve and strength the second largest sector of Indian Economy in terms of employment generation with dedication, devotion and vision.
- Transfer 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 woven for the Niche market.

OUR OBJECTIVES

- Product development to evolve more marketable products by integration between expertise available in the fields of weaving, designing and processing.
- In improving weaving techniques and accessories used in weaving and In improving techniques of processing.
- In training weavers by disseminating improved techniques and new designs by undertaking training programmes within the precincts of the Centre and in the field.
- In improving market support by arranging interface between designers, producers and buyers which include execution of sample orders.
- In solving problems arising in pre-loom, looms and post-loom processes and technologies.
- In arranging exhibition seminars, workshop, awareness camps focusing on new and improved designs, equipments and processing techniques.
- In preserving and documenting traditional skills and revival of traditional designs of production and marketing.
- In implementing various schemes in handloom sector of the Government of India and providing assistance and interaction with the State Government, handloom agencies such as Apex and Primary Cooperatives, State and Private undertaking dealing and handlooms.
- Monitoring of projects sanctioned under various central schemes.

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, dyeing, and processing, weaving and necessary support staff.
- Need-based looms, accessories, allied equipment and other teaching aids.
- Need-based design development, design adoption, design dissemination, technical inputs in the form of research in looms, dyes, dyeing techniques, innovations, appliances and accessories used by the weavers.
- An excellent collection of paper design and fabric sample to choose from for commercial production.
- An excellent Dyeing Laboratory, Design Section, Weaving Section, Printing Section, Photography Section, Library & Documentation Section and Computer Aided Textile Design Sector for sample development, training expert guidance for extension service.

OUR ARMS FOR SERVICE

1. DESIGN SECTION

Artist drawn from the best talent available in art schools are constantly engaged in preparing paper design CATD. The designs comprise both for weaving and block & Screen-printing. The attempt is to preserve traditional design by reviving them and/or adopting them to the requirement of the market. The designs help in protection of items both for the domestic and export markets. Care is taken to see that the design developed are within the discipline imposed by the types of yarn, dye stuffs and weaving techniques as per requirements of the sector.

2. WEAVING SECTION

Skilled weavers drawn from the main traditional weaving communities of the country work in the Weaving Section. They are supervised by qualified Handlooms and Textile Technologists. Facilities of prototype looms and weaving equipment available in the section. Fabrics in new design and new textures are produced using different types of yarns. The Weaving Section also undertakes simple improvement in looms and in the process of weaving.

3. DYEING SECTION

The Dyeing section is situated in the same premises of the centre. Fully equipped dye laboratory manned by experienced dyers and other qualified technical personnel capable of dyeing any kinds of textile fibers with all sorts of dyes in cost effective manner available in the Centre. Shade card illustrate a number of shades in use in the field of handlooms and also give details about method of application of dyestuffs, temperatures to be maintained and length of dyeing period for each shade, etc.

The shade cards also provide information on scouring, bleaching, dyeing, etc. All processing and dyeing of yarn, by matching the shades of PPDs of from the Design Section is undertaken by this Dyeing Laboratory for all sample production work of Weaving Section.

4. PRINTING SECTION

The Printing Section is also housed in the premises of the centre. This Section carries out experiments and printing trials on different textiles, materials using wooden blocks as well as screens. The design created by the Design Section is transferred on blocks/screens and printing trials are carried out in different styles such as overprint, discharge and resist style obtaining multiple effects of colors of rare beauty. This Centre has expertise in screen making. Weavers co-operative Societies, Private manufacturers and exporters utilize the designs developed.

5. LIBRARY & DOCUMENTATION SECTION

A collection of cloth samples, photographs, books and periodicals dealing with various aspects of the textile industry is available in these sections. In an attempt to augment the resources of the WSC, there is a proposal to acquire a sizable collection of books and periodicals to form a library in the Centre.

OUR CHARTER OF SERVICES

TRAINING

FIELD TRAINING

Weavers Service Centre impart Skill Upgradation training under NHDP Schemes to semi-skilled and skilled weavers for product development, product diversification and improvement in productivity, in dyeing technique, in weaving and design development on looms.

IN-HOUSE TRAINING

Short term/Observation in -house training in weaving, designing, pattern making and processing to weavers, dyers, printers, designers, textile students, master trainers are given by the Centre.

TECHNICAL ADVICE / ASSISTANCE

Technical advice or assistance is provided to needy customers on the following technical aspects. Minimum charges for this kind of service are Rs.200/- and the additional charges are based on the approved formula in the Schedule of Charges.

- Cloth analysis
- To provide technical specification details o Testing of yarn/fabric for fiber content
- Matching of shades
- Sample dyeing/processing o Dyeing demonstration
- Water testing for hardness o Correction of shades
- Problem solving in Weaving & Processing
- Any other technical assistance/advice

MARKET SUPPORT

It provides marketing guidance in coordination with State and Central Government, eg. Nominating and forwarding societies/master weavers for participation in NHE, Special Handloom Expo, Dilli Haat, Suraj Kund Mela, Taj Mahotsav, Udaipur Craft Mela, etc.

PROMOTION OF EXCELLENCE

Recommends from our area of jurisdiction, master weaver, printer and others making outstanding handloom product for National Award to be presented by the President of India.

DESIGN DEVELOPMENT

- Innovative and development designs, motifs, patterns and prints, via in-house skills, on a regular/ongoing basis through appropriate system 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: -

- Specific demand from the market in terms of Apex societies, Weavers cooperative, Textile Institution, Exporters, Private manufacturers.
- As per the demand of the international market in terms of colour, design and fashion forecast.
- Revival of market-worthy traditional motifs.

Supply of Paper Painted Designs/CATD

The paper painted designs developed by the Design Section are provided to Customers M/s Apex Society, Primary Weavers' Co-operative Societies, Master Weavers, individual private weavers and exporters -at a nominal charge -minimum of Rs.50/- for a normal & simple pattern and maximum of Rs.1000/- for Wedding saris or any other special designs-as per the Schedule of charges approved by the Office of the Development Commissioner for Handlooms. The detailed schedule of charges in **Annexure- I**

Supply of graph designs: -

The paper painted designs meant for weaving is converted into Graph Designs in the Weaving Section as per the requirement of the variety for the customers. The pattern making charges are charged as per the schedule of charges. The minimum charge for a graph design is Rs. 50/- and the amount increases as per the size of graph design. The detailed rates are mentioned in Schedule of charges.

Computer aided paper designs and graph designs are also prepared and charged as per the Schedule of Charges.

JACQUARD CARD CUTTING & LACING

For jacquard designs, graph making, card cutting and lacing is done as per the requirement of customers. The charges are charged as per the approved formula of schedule of charges.

Design development is also done in Weaving & Printing Section by converting paper painted designs into original samples and also directly evolving new designs on loom or printing table.

Woven Fabric Samples

Fabric samples are prepared in various designs, weaves and textures through different techniques in Weaving Section and are provided to customers as per their requirement. The samples supplied to the customers are nominally charged ranging from a minimum cost of Rs.200/- of sample of size 250 sq. cm. (9" x 12") and onwards based upon actual size of sample, according to the Schedule of Charges.

Dyeing/processing samples

Matching of shades, sample dyeing, bulk dyeing, scouring/de-gumming, finishing- in general, processing of various fibres in yarn/fabric form- is undertaken as per the

requirement of the customers by the Processing Section. Charging is done as per approved formula of Schedule of Charges with a minimum of Rs.50/- per sample.

Cotton & silk shade cards are available for sale. Cotton shade card no.5 eco friendly costing Rs.1000/- and silk shade card costing Rs.1000/- are presently available and provided to needy customers.

Printing samples

Block printing & Screen Printing are undertaken in the Printing Section. The designs prepared in the Design Section are converted into screens and provided to customers as per their requirement. The Screen Making charges are as per the approved formula of Schedule of charges.

The charges for printing are based on the dye used, number of colours, and coverage of prints and size of the fabric. A minimum of Rs.100/- is charged for sample of size 250 sq. cm. and additional charges are as per approved formula of Schedule of charges.

Printing Section continuously evolve new techniques for getting new effects in block, screen, stencil, tie & dye or batik and wave printing, etc. in various styles. The samples developed are provided to customers as per their requirements based on the Schedule of charges.

Further in addition to the above this office is being implementing various handloom welfare schemes for the benefit of Handloom weavers of all districts of Kerala. The details of handloom schemes are given below.

I. Weavers MUDRA Loan Scheme

The weavers MUDRA loan scheme aims at providing adequate and timely assistance from the bank to the weavers to make their credit requirements i.e. for investments need as well as for working capital in a flexible at cost effective manner. under the scheme a weaver can avail the cash credit limit from Rs.50,000/- to Rs.5 lakhs towards working capital and purchase of looms & accessories. The Government support interest subsidy at the rate of 6% and margin money assistance at the rate of 20% to a maximum of Rs.10,000/- per weaver and the loan has to be repaid within 3 years.

II. Cluster Development under NHDP

Government of India, Ministry of Textiles has been following a policy of promoting and encouraging handloom sectors through a number of policies and programmes. The Development Commissioner for Handlooms has formulated a project called Block Level Clusters under National Handloom Development Programme – a central sector plan scheme to facilitate the sustainable development to the handloom weavers located In and Outside identified handloom clusters into a cohesive, self-managing and competitive socio economic unit. Under this scheme a Block level Clusters having 300 to 500 weavers and allied workers has been provided a financial assistance upto Rs.2.00 crores for formation of consortium, product development, purchase of Computer Aided Textile Design (CATD) system, to impart

skill upgradation training in the fields of Weaving, Dyeing & Printing and Designing, providing financial assistance for Technology Upgradation to improve the quality of fabric and productivity, providing lighting unit & construction of workshed for individual weaver and setting up of Common Facility Centre housing Common Facility Centre.

III. **Sant-Kabir Award (SKA)**

Sant-Kabir Award is conferred to outstanding handloom weavers who are carrying on with the tradition and have made valuable contribution to the development of handloom sector. Any handloom weaver who is either a recipient of National or State Award, National merit certificate or a handloom weaver of extraordinary who has contributed significantly to the promotion, development and preservation of weaving tradition and welfare of weaving community and fulfilling eligibility criteria. This award is consist of prize of Rs.3 lakhs and one mounted gold coin, one tamara patra, one shawl and a certificate.

IV. **National Award (NA)**

National Award is conferred to handloom weavers in recognition of their outstanding contribution and development of handloom weaving. An extraordinary skilled weaver who has contributed significantly in development of the handloom product and fulfilling eligibility criteria will be awarded. This award consists of a cash prize of Rs.1.5 lakhs, one tamara patra, one shawl, one smart phone and a certificate.

V. **India Handloom Brand (IHB)**

India Handloom Brand (IHB) has been launched on 7th August 2015 at Chennai by Hon'ble Prime Minister on the occasion of 1st National Handloom Day to promote IHB like registration of handloom products to endorse the quality of products in terms of raw materials, processing, embellishment, weaving, designing and other parameters and environmental compliances for earning trust of the customer. This scheme is voluntary and all handloom agencies to produces handloom products can apply for India Handloom Brand. After all Textile testing of quality parameters of the cloth produced by the handloom weavers / agencies. This certificate is valid for three years and can be renewed for further period.

VI. **Handlooms (Reservation of Article for Production) Act-1985**

This act is being implemented by the O/o DCH, New Delhi through all Weavers' Service Centres, Regional Enforcement Offices, State Directorate of Handloom & Textiles, etc. to protect and safeguard the livelihood of handloom weavers and rich cultural heritage of our Nation. Under this Act 11 numbers of various products are reserved for handlooms and these products are not allowed to be woven on powerlooms.

VII. Pradhan Mantri Jeevan Jyoti bhima yojana

The Scheme will be a one year cover, renewable from year to year. Insurance scheme offer in Life insurance cover for death due to any reason. This scheme administered by LIC and other Life insurance companies who willing to offer. All SB account holders between the age of 18 to 50 years in participating banks will be entitled to join. The premium per annum per member is Rs.330/- . Rs.2 lakh is payable on member's death due to any reason. This scheme is not only applicable to weavers but for all.

VIII. Pradhan Mantri Suraksha Bhima yojana

The Scheme will be a one year cover, renewable from year to year. Accident Insurance scheme offering accidental death and disability cover for death or disability account of an accident. The scheme would be administered through public sector General insurance companies and other General Insurance company who willing to offer. All SB account holders aged between 18-70 years in participating banks will be entitled to join. The premium per annum per member is Rs.12/- benefits will be for death Rs.2 lakh, for total and irrecoverable loss of both eyes, both hands, feet and loss of one eye,one hand and one foot Rs.2 lakh and for total and irrecoverable loss of one eye, hand and foot is Rs.1 lakh. This scheme is not only applicable to weavers but for all.

IX. Bunkar Mitra helpline.

To help the weavers the Govt. of india has set up helpline. The weaver can contact through toll free no of **18002089988** for their grievance regarding availability of raw materials, dyes, quality and marketing etc in Tamil, Hindi, English, telugu, Kannada, Bengali and Assam languages.

In addition to the above said scheme still many schemes are being implemented by the Ministry of Textiles Govt. of India for the welfare of handloom Weavers.

NATIONAL CENTRE FOR TEXTILE DESIGNS (NCTD)

Weavers' Service Centre, Kannur is linked with the National Centre for Textile Designs in order to provide information to weavers in terms of fast changing consumer preferences, fashion trends and technological development in the means of communication both within and outside the country .Weavers' Service Centre online 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, forecast of fibre, blends, weaves, fabric structure, motifs and print idea for printed fabrics.

RESEARCH & DEVELOPMENT

R&D work is carried out for loom development, design modification, development of shade cards, natural dyes, unique sample development and is available at reasonable prices

in WSC. Extension Services are provided through training programmes at very reasonable charges.

- To look in to the usability, manufacture and improvement of materials used in the handloom industry and other trades or industries allowed therewith including designing, dyeing bleaching, fashioning, 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 securing greater efficiency, rationalization and reduction of costs.

HELP AND GUIDANCE

A complaint/grievance box is placed in the office which may be used to drop a written complaint/grievance. The box will be opened and checked daily for contents, if any.

A 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-

All efforts will be made to locally and satisfactorily redress grievances. 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 No.56, Udyog Bhawan, New Delhi.

(OR)

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

(OR)

The Zonal Director, Weavers' Service Centre, Chennai

Annexure-I

SCHEDULE OF CHARGES

Schedule of charges for Designs, Cloth Samples, etc., supplied by the Weavers' Service Centre for other technical assistance in Designs, Weaving, Printing, etc., rendered to the handloom industry.

| S.No. | Item of Work | Amount of service charges |
|--|---|---------------------------|
| DESIGN SECTION | | |
| A. PAPER DESIGNS | | |
| (i) | Designs with stripes and checks and additional colour schemes | Rs.50/- each |
| (ii) | Designs (except those covered in A .(i) above) where the report 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, Jamdani etc. | Rs.1000/- each |
| B. PATTERN MAKING CHARGES (PAPER) | | |
| (1) | 10 " x 10 " graph Rs.2/- per sq. inch subject to minimum Rs.50/- | |
| (2) | Graph paper designs | |
| | a) Up to 100 hooks/leavers Rs.100/- each | |
| | b) Up to 400 hooks Rs.400/-, up to 200 picks & Rs.100/- for each additional 100 picks | |
| | c) Above 400 hooks Rs.600/- up to 200 picks & Rs.200/- for each additional 100 Picks | |
| | d) Jala Making: The cost of graph designs as per schedule (B/1) above plus other charges as per approved formula. | |
| | e) Cloth Analysis to be treated as technical assistance and charged accordingly. | |
| | f) Jacquard card cutting and lacing As per approved formula subject to a minimum of Rs.150/- | |
| WEAVING SECTION | | |
| A. FABRIC SAMPLES | | |
| (i) | Up to 250 sq. cms. (9" X 12") | Rs.200/- each |
| (ii) | Up to 2500 sq. cms | |
| | a) (Vegetable fibres and Regenerated Cellulose fibres) | Rs.300/- each |
| | b) (Animal fibres, synthetic fibres other including blends) | Rs.400/- each |
| (iii) | Sizes above 2500 sq. cms. As per approved formula subject to minimum of Rs.200/- | |
| (iv) | Additional Colour schemes | Rs.100/- each |
| B. TECHNICAL ADVICE | | |
| | For rendering technical advice on any Technical problems viz. Cloth analysis, Matching of shades etc. | Rs.200/- |

| DYEING AND PRINTING SECTION | | |
|--|--|---|
| A. PROCESSING | | |
| | Bulk dyeing (as per approved formula) Subject to a minimum of Rs.50/- Per sample for bulk as per Approved formula. | |
| B. PROCESSING OF ANIMAL FIBRES | | |
| (i) | Scouring/De-gumming Rs.50/- per sample. Bulk as per approved formula. | |
| (ii) | Dyeing As per approved formula | |
| C. SYNTHETIC & OTHER MAN MADE | | |
| | FIBRES & BLENDS as per approved formula. | |
| D. MATCHING & SAMPLE DYEING | | |
| | To be treated as technical Assistance and charged accordingly | |
| E. PRINTING | | |
| (1) | Screen making charges | As per approved formula |
| (2) | Printing Charges | As per approved formula |
| (i) | Samples up to 250 sq. cms. | Rs.100/- |
| (ii) | Samples up to 2500 sq. cms. | |
| | (a) Cotton | Rs.200/- |
| | (b) Silk | Rs.300/- |
| (iii) | Samples above 2500 sq. cms | As per approved formula subject to minimum charges of Rs.200/- & Rs.300/- for cotton/silk |
| APPROVED FORMULA | | |
| 1. | Cost of Raw material + Labour charges @ Rs.100/- per day + over Head charges @ 15% | |
| 2. | For charges of any other item not covered in the above list are wherever any doubt arises about the actual charges to be charged as above formula. | |

THE MAHATMA