

CITIZEN'S CHARTER

WEAVERS' SERVICE CENTRE, AHMEDABAD

GOVT. OF INDIA
MINISTRY OF TEXTILES
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WEAVERS SERVICE CENTER, AHMEDABAD

ORGANISATIONAL PHILOSOPHY :

- **Weavers Service Centre** :- Friend for guidance and Partner in progress through skill & Technological up gradation and product development.
- **Motto** :- Excellence, Facilitation and Promotion

Weavers Service Centre, Ahmedabad is a Research & Development wing of Development Commissioner for Handlooms, Ministry of Textiles, Government of India engaged in developmental activities in the field of handloom weaving by providing new designs and improved technical support to the handloom weavers. It is also their endeavor to keep alive the languishing traditional weaving & Designs which are becoming extinct.

The Weavers Service Centre, Ahmedabad is the friend for guidance & partners in progress through skill and technological up gradation and product development for the benefits and upliftment of Handloom weavers renders service in helping weavers in various aspects such as designs development , designs adoption, design dissemination, technical inputs in the form of research in looms, dyes, dyeing technique and innovations in appliances and accessories to the need of the primary Weavers Co-operative societies, Gujarat State Handloom and Handicrafts Development Corporation, Gujarat State Handloom and Co-op. Federation, Exporters and individual Weavers and dyers and printers.

Weavers Service Centre is mainly engaged for providing training to the Weavers in various trades, providing technical assistance to the weavers, exporters, local manufacture, State Research and Development activities, Assisting to implement training and various projects or schemes of Government of India to State Agencies, Co-Op. Societies and federation.

The sole efforts through this exercise would be for better design output, improved quality fabrics state of art products apart from normal ones, which in turn would lead to a higher wage earning and a better living standard to the handloom weavers, dyers & printers.

This centre has been organizing work-shops in weavers/printers dominated areas for the last Nine years on Designs Development and use of natural dyes to make the weavers and printers aware about the use and need of natural dyes in the global market.

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 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 conduct Design Exhibition-cum-Dyeing Workshop with a view to create awareness in the weaver clusters about the services available in WSCs and to impart training in dyeing techniques and design development.
- 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 under IHTP Scheme.

OUR MANDATE:

Weavers Service centre, Ahmedabad has been setup with the mandate stated as under:

- Serve and strengthen 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 weaved for the niche market.

OUR OBJECTIVES:

The Weavers Service centre, Ahmedabad has been regularly engaged in the following objective with the motto toward excellence, facilitation and promotion of the handloom industries.

- Of product development to evolve more marketable products by interaction between expertise available in the fields of weaving, designing and processing.
- In improving weaving techniques and accessories and appliances used in weaving.
- In improving techniques of processing.
- In training weavers by disseminating improved techniques and new designs by undertaking programmes within the precincts of the Centre and in the field.
- In providing market support by arranging interface between designers, producers and buyers which includes execution of samples orders.
- In solving problems arising in pre-loom, looms and post-loom processes and technologies.
- In arranging exhibition, seminars workshop focusing on new and improved designs, equipments and processing techniques.
- In preserving and documenting traditional skills and revival of traditional skills and revival of traditional designs for production and marketing.
- In 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 Co-operative, State and private undertaking dealing in 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 local point of development and growth of the handloom sector.
- Qualified technical personnel in the discipline of design, dyeing, processing weaving and necessary support Staff.
- Need-based looms, accessories, allied equipments and other teaching aids.
- Need-based designs development, design adoption, designs dissemination, technical inputs in the form of research in looms, dyes, dyeing techniques, and innovations in appliances and accessories uses by the Weavers.
- An excellent collection of paper designs and fabric samples to chose from of commercial production.
- An excellent Dyeing laboratory, Design section, Weaving section, Printing section, Library and Documentation section and training and expert guidance.

OUR ARMS FOR SERVICE:

DESIGN SECTION:

- Artists drawn from the best talent available in art schools are constantly engaged in preparing paperdesings. These designs comprise both for weaving and 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. These designs help in production of items both for domestic and export markets. This centre has 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 in the discipline imposed by the types of yarn, dyes stuffs and weaving techniques as per requirements of the sector.

WEAVING SECTION :

- Skilled weavers drawn from the main traditional weaving communities of the country man the weaving section. They are supervised by qualified textile technologists. Facilities of prototype 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 processes of weaving. The section emphasized more on revivals, development of traditional varieties and its diversification to in orders to compete in the export market. It undertakes short term and long term training to the master weavers and weavers under various schemes in and out of the centre.

DYEING LABORATORY :

- Dyeing laboratory has been set up at Weavers Service Centre, Ahmedabad. It is fully equipped Dye laboratory manned by experienced dyers and other qualified technical personnel capable of developing techniques in cost processing of fabrics is available in this centre. This laboratory brings out number of shade cards for silk, Cotton and wool dyeing. These illustrate a number of shades in use in the field of handlooms and also give details of the method of application of dyestuffs, temperatures to be maintained and the length of dyeing period for each shade. These cards also provide information on de-gumming, scouring, blending, dyeing etc. and the equipments used in dyeing and testing methods. This section also undertakes dyeing in cotton silk & wool for development of new shades using natural dyes to be used in the field of handlooms.

PRINTING SECTION :

* This section carries out experiments in preparation of basic materials for hand block printing as well as screen-printing. Ahmedabad, Baroda, Jetpur, Rajkot, Bhuj, Khambhat, Disa, Himmatnagar & Surat are the major places where in tremendous work on block printing and screen printing has been existed Dischargeable and non-dischargeable dye stuffs have been effectively used to obtain multiple effects or rare beauty. Weavers Service Centre, Ahmedabad has expertise in block and screen making and they cordially develop new designs and patterns. Sizable of hand-block and screen are attractable for use by Weavers and Handloom organizations.

LIBRARY & DOCUMENTATION SECTIONS :

- A collection of cloth samples, photographs, colour slides, 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 Weavers Service Centre, there is a proposal to acquire a sizeable collection of books and periodicals to form a Library in this centre.

OUR CHARTER OF SERVICES :

DESIGN DEVELOPMENT :

This section innovates and develops modern and contemporary designs on paper with colours on a regular/ongoing basis containing motifs, Patterns and prints suitable both in Weaving and Printing , supplies to the weavers and printers at the prices fixed by the norm laid down under the head of scheduled of charges. Technical Assistance provided to the weavers and printers at their working place to create similar paper design on fabrics is also charged as per the fixed prices.

Innovate and develop designs, motifs, patterns and prints, via in-house skills, on a regular/ongoing basis, through appropriate systems and trained designers and synchronization of traditional design. For this purpose development of In-house designs undertaken based on:-

- (a) specific demand from the market in terms of apex societies, weavers co-operative, institutions, exporters, manufacturers or private persons.
- (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 Places/Havelis/Houses state/National Archives Private Collectors College of Arts/Crafts caves, Book of Arts/Artefacts & Handicrafts (carvings, wood, metal, stone, ivory, etc.), Societies/ Corporations/ Associations/ Guilds/ Journals/ Manuscripts/ miniature/ Paintings antique furniture/potteries/Tombs series of Art & Industry collections cataloguing books eg. Sir fort watsons collection, symbols and portrayals of festival, and mythologies world-wide. Utmost care is taken to assess its market-worthiness.

Maintain and update an inventory/data bank/warehouse of designs, motifs, patterns, prints etc. and display developed samples in exhibition halls. Exhibition of exclusive designs is held annually for the public for sale.

Popularise increasing adapting 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.

Encourage the sale of designs prints, etc., on a non-exclusive right basis. Weavers Service Centre 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 developments in the means of communication both within and out side the country. Weavers Service center 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, forecasts of fiber blends, weaves, fabrics structure, motifs and print idea for printed fabrics, Weavers Service Centre has linkages with xport promotion councils, State Handloom Agencies having Designs Centres, Apex Trade Bodies both inside and outside the country and related linkages to textile resource sites. It has data base of reputed handloom manufactures, fiber

suppliers, spinners and yarn makers, machinery and fashion accessories suppliers, garment manufacturer etc. The offline activity of the WSC in consultation with NCTD involve fabric collection, cataloging according to region locality, to maintain a Museum of Heritage textile of the region and locality having collection of motifs in the form of line drawing and swatches and samples.

Weavers Service centre holds periodically the organization on a continuous basis special thematic exhibitions. The basic idea behind such exhibitions is to produce exquisite quality of handloom cloths from master weavers through out India in order to sustain and excel in the quality aspect and to promote the marketing of handloom products on a sustained basis.

TRAINING :-

Weavers Service Centre, Ahmedabad has already been imparted training through Decentralised Training programme & Mordenise Decentralised Training Programme to Non skilled & Semi skilled weavers. At present this centre imparting training through Integrated Handloom Training Programme to semi-skilled and skilled weavers for product development , Products diversification and improvement in productivity. In dyeing technique and designs development on looms. The duration of training in weaving is two months, designs – 15 days and dyeing-15 days. Weavers are paid Rs.3000/- per months as stipend. This centre conducts 15-days training to Master Trainer to make him trained in conducting training programme for batch of 20 weavers each. All categories of skilled and semi skilled weavers are eligible for this training

Eligibility of Master Trainer in Weaving, Design and Dyeing stated as under:

WEAVING :-

To be eligible for Master Trainer, a weaver should either be IIHT Diploma Holder, or should have undergone formal training in weaving for a period not less than 3 months or be a National/State Awardees/National/State Merit Certificate Holder or have been approved by the State Government as Master Weaver to impart technical training to the weavers. The Master Trainer will be paid an honorarium of Rs. 6000/- per month.

DESIGNS :-

Master Trainer (Design) should be qualified Textile Designer from a recognized college of Arts/NID/NIFT etc.

DYEING :-

Master Training (Dyeing) should either be IIHT Diploma holder or should have undergone short term training courser in Dyeing Techniques in WSCs/IIHTs/State Government/Training Institute or should have at least 10 years experience in dyeing work. 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.Rs. 600/- per month is charged from the trainees in terms of fees in all the disciplines.

EXHIBITION :

Weavers service centre holds Dyeing cum design Exhibition in the interior clusters of Weavers to familiarize them with the latest and the best in the dyeing and design techniques.

In-house product display of the latest and unique samples, samples drawn on the basis of revival of traditional motifs display of improvised and modern looms and their working. Through its in house exhibition, the members of WSC acquaint the visitors with the latest information required for the development of right fabric in right colour and for right market. The information on woven and selected designs by the visitors is provided with complete technical specifications like count of yarn, thread count, technical graph for jacquards, the weaving procedure to enable them to produce quality and design enrich fabrics having greater market acceptability. The same idea is taken out door also.

RESEARCH AND 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 Weavers Service Centre, Ahmedabad. Extension services are provided through training programmes or at very reasonable charges.

To look into the usability, 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 order.

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.

SYNERGY EFFORTS.

Weavers Service Centre, Ahmedabad co-ordinates the efforts in the adoption of at least two handloom/handicraft cluster as thrust areas by each of the agency/PSUs/Sub-ordinate office of Ministry of Textiles and other Ministries as their trust areas for providing facilities like technology, design development, marketing etc. and for their long-term sustainable development.

MARKET SUPPORT:

It provides marketing guidance in co-ordination with State and Central Government, eg., nominating and forwarding societies/master weavers for participation in Dilli Haat, Surajkund Mela, Taj Mahotsav , Udaipur craft mela, Hyderabad, Patiyala Mela etc.

PROMOTION OF EXCELLENCE:

Recommends, from their area of justification, Master Weaver, Printer and others making outstanding handloom product for National Award to be presented by the President of India.

HELP AND GUIDANCE :

A compliant/grievance box shall be placed which may be used to drop a written complaint/grievance. The box will be opened and checked daily for contents(s), if any.

A complaint/grievance will be promptly acknowledge and requisite action taken and communicated within 30 working days of receipt.

If for valid reasons(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 satisfactory redress grievances. However, if a complaint/grievance has not been attended to promptly or satisfactory, 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 Bhavan, New Delhi.

OR

Additional Development Commissioner and Chief Vigilance Office (Handlooms), Ministry of Textiles, Room No.57, Udyog Bhavan, New Delhi.

OR

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

OR

Zonal Directors, Weavers' Service Centre, Mumbai.