

CITIZEN'S CHARTER

WEAVERS' SERVICE CENTRE, CHENNAI

**GOVT. OF INDIA
MINISTRY OF TEXTILES
WEAVERS' SERVICE CENTRE
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WEAVERS' SERVICE CENTRE, CHENNAI

Weavers' Service Centre, Chennai is one of the first four Centers initially established throughout India in 1956.

This Centre is the Headquarters of the Weavers Service Centers (South Zone) and the Director (Designs) is heading the Organization.

The Director (South Zone) is the appointing authority, Disciplinary Authority to Group 'C' & 'D'; posts of South Zone and Head of the Office of the Weavers' Service Centers at Chennai, Kancheepuram, Salem, Hyderabad, Vijayawada, Bangalore and Kannur.

ORGANISATIONAL PHILOSOPHY

- **WSC:** - Friend for guidance and partner in progress through skills & technological upgradation and product development.
- **Motto:** - Excellence, Facilitation and promotion.

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 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 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.

TARGET CLIENTELE: -

Our Services are offered primarily to the Weavers' Cooperative societies, Master Weavers and individual weavers of the Handloom Sector of the following Districts of Tamilnadu:-

Chennai, Madurai, Theni, Ramnad, Sivagangai, Virudhunagar, Kanyakumari, Tirunelveli, Nagapatname, Pudukkottai, Thiruvarur, Thiruvalluvar, Chidambaram, Villupuram, Cuddalore, Dindigul, Coimbatore (alongwith WSC Salem), Thanjavur (alongwith WSC Kancheepuram) and the U.T. of Pondicherry (except Mahe & Yenam).

Apart from the above, Handloom Export Promotion Council, Handicrafts & Handlooms Export Corporation of India, the Tamilnadu Handloom Weavers' Cooperative Society Ltd., All India Handloom Fabrics Manufacturing Society and Private Exporters of the Industry are also our clients.

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

- Of 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.
- 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, 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, 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

DESIGN SECTION

Artist drawn from the best talent available in art schools are constantly engaged in preparing paper design. 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. The CAD facilities available presently in some of the WSCs help in preparing the design and techniques with the Aid of computer. This Centre has the services of Jalamakers, Graph Paper Designer, who work in close association with the Dying Laboratory and the Weaving Section. 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.

WEAVING SECTION

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

DYEING LABORATORY

- The Dyeing Laboratory 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 fibres with all sorts of dyes in cost effective manner available in the Centre. The laboratory brings out shade cards of silk, cotton and jute. These shade cards

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 de-gumming, scouring, bleaching, dyeing, etc. and the equipment used in dyeing. All processing and dyeing of yarn, by matching the shades of PPDS of from the Art Section is undertaken by this Dyeing Laboratory for all sample production work of Weaving Section.

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 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 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.

PHOTOGRAPHIC SECTION

- Weavers' Service Centre, Chennai possesses a Photographic Section to augment the need of visual support for documenting as well as evolving new designs and patterns based on the photographs depicting different character of design elements collected from various sources.
- The Section has built up a valuable and informative source material of photographs depicting rare pieces of exceptional and traditional designs like mural, stone carvings, woodcarvings, leather puppets, etc. Documentation of old fabric samples (both woven and printed) for reviving the languishing craft and design development are also done, as well as the documentation of new designs developed from time to time is carried out for future reference and study. Different techniques of production in weaving, dyeing and printing, including tie & dye method, are preserved in photographs.

LIBRARY & DOCUMENTATION SECTION

- 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 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

DESIGN DEVELOPMENT

- Innovate and develop 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, M/s Co-optex, Institution, Exporters, Manufacturers or private persons.
- As per the demand of the international market in terms of colour, design and fashion forecast.
- Revival of market-worthy traditional motifs.
- Artist delight from various sources, eg. Museums, Temples, Pallaces /Havelis / Houses State/National Archives Private Collectors/College of Arts/Crafts Caves, Book of arts/ Artifacts & Handicrafts (carving, wood, metal, stone, ivory, etc.), Societies / Corporations / Associations / Guild of Journals/Manuscripts/Miniature Paintings/ Antique Furniture/ Potteries/Tombs Series of Art & Industry Collections, Cataloguing Books, eg. Sir Fort Watson collection, symbols and portrayals of festivals and mythologies, World-Wide. Utmost care is taken to assess its market worthiness. Help of CAD is taken to perfect the colour and design combination and suitability of fabrics.
- Maintain and update an inventory/data bank/warehouse of designs, motifs, patterns, prints etc. and display-developed samples in exhibition halls.
- **Supply of Paper Painted Designs: -**
The paper painted designs developed by the Design Section are provided to Customers- , M/s Co-optex (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 schedules of charges are in Appendix-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.
- **JALA / ADAI PREPARATION :-**
Jala or Adai is prepared as per the requirement of customer based upon Graph Design (Graph Design is prepared based on paper painted designs). Adai making charges are charged as per the approved formula in 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 (SOC), Appendix-I.

- 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.3A costing Rs.100/- and silk shade card costing Rs.800/- 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.

- **Supply of Photographs: -**
A minimum of Rs.50/- is charged per photograph up to the size of 6" x 8" from our collection. Exposing charges (film rolls to be supplied by the party) are Rs.100/- for B/W and Rs.150/-for colour rolls. The detailed charges are shown in SOC.

- **NATIONAL CENTRE FOR TEXTILE DESIGNS (NCTD)**

Weavers' Service Centre, Chennai 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.

The Centre being the field office for NCTD provides designs from various WSCs in South Zone for uploading in the websites. Weavers' Service Centre, Chennai with NCTD organizes special thematic exhibitions within the zone, namely 'Structure Exhibition'. The basic idea behind such exhibition is to produce exquisite quality of handloom cloth from 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.

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
 - Testing of yarn/fabric for fibre content
 - Matching of shades
 - Sample dyeing/processing
 - Dyeing demonstration
 - Water testing for hardness
 - Correction of shades
 - Problem solving in Weaving & Processing
 - Any other technical assistance/advice

TRAINING

- **Field Training**

Weavers Service Centre impart training through Decentralized and Modified Decentralized Training of weavers Schemes (DTP & MDTP) 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 students, master trainers are given by the Centre.

WEAVER FRIENDLY ACTIVITIES

EXHIBITION

- WSC 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 loom and their working. Through its in-house exhibition the member 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, reed count, picks per inch, etc. along with technical graph for dobby and jacquard designs, and weaving procedure to enable them to produce quality and design enrich fabrics having greater market acceptability. The same idea is taken out door also.

MARKET SUPPORT

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

The Centre being the field office for NCTD provides designs from various WSCs in South Zone for uploading in the websites. Weavers' Service Centre, Chennai with NCTD organizes special thematic exhibitions within the zone, namely 'Structure Exhibition'.

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.

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. This Centre has devised a gadget, namely Sliding Shuttle box motion, very much useful for weaving varieties like cut work, double cloth, etc. involving pick & pick principle of weaving. Extension Services are provided through training programmes or 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 satisfactory 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.