

CITIZENS' CHARTER

WEAVERS' SERVICE CENTRE, GUWAHATI

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

INTRODUCTION

The Weavers' Service Centre, Guwahati was established in the year 1978 with a view to develop the handloom industry in Assam, Meghalaya, Arunachal Pradesh and Sikim. The technical jurisdiction of this center comprises these four States while the Administrative Jurisdiction covers the North Eastern Region including Bihar, Jharkhand, West Bengal and Orissa- apart from the whole of the North Eastern region which has largest number of handlooms when compared with the national figure. But in fact, the hill people use only the loin looms, where productivity is very low. The reason is that they do weaving only to meet their domestic needs of textiles and not for trade. This fact applies to Assam also, where the Fly shuttle looms are in vogue barring a few pockets like Sualkuchi, Nalbari, Bijoynagar, Kachua, Sivasagar in Brahamaputra Valley and Hailakandi, Karimganj of Barak Valley in Assam and Ribhoi District of Meghalaya. Sualkuchi is regarded as Manchester of East in Assam State. It is one of the world's largest weaving villages.

Intention behind setting up the W.S.C. at Guwahati is to explore the commercial viability of the attractive designs and colour combinations of the region by way of product development and product diversification retaining the traditional look of the products. For this purpose the Weavers' Service Centre is exerting its efforts to divert the loin loom weavers to frame loom weaving through different training programmes and by technological up gradation in the areas where fly shuttle looms are already working. This will also add to export potentiality of the country. In order to reinforce the activities of handloom Industry, to preserve the traditional handloom items and also to display the new developments before the concerned stakeholder, a Design & Resource Centre (DRC) has been developed in this centre by Ministry of Textiles, Govt. of India in coordination with National Institute of Fashion Technology, Shillong during the financial year 2020-21.

The Weavers' Service Centre, has three different technical sections viz. Weaving, Processing (Dyeing and Printing) and designing. In addition, there is an administrative section, which assists the technical hands to run their activities smoothly in a disciplined manner. All the sections work in close collaboration with one another. Weavers' Service Centre collects different traditional motifs from different sources and the Textile Designers plan them in new and up-to-date manner for different products, showing the requisite colour combination. The processing section dyes the required yarn in the required shades of colour, then the weaving section produces cloth samples as per the given design and colour scheme. Those cloth samples are displayed to the visitors in the centre as well as in Exhibitions organized at different places at different times, thus exclusive samples come to the notice of the handloom Co-operative Societies and Federations, Master weavers, NGOs, Fashion Designers, Exporters and other stakeholders and the bulk production or developments find ways for wider market both in the country and abroad as well.

The W.S.C. is equipped with a testing laboratory to test the count, strength etc. of (Yarn) materials and so on. The Weavers' Service Centre assists the Weavers, Master Weavers in technical development and in the field of marketing also, by channelizing them to various marketing agencies. The Exporters and marketing agencies are assisted by supplying samples and addresses of manufacturers, producers etc.

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 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 sustainable and holistic development of the Handloom Sector.
- To visit the Handloom pockets and clusters for rendering technical assistance to weavers and others.
- To conduct seminar, Workshops etc. with a view to create awareness in the handloom clusters about the services available with WSCs and to impart training in weaving, dyeing techniques and design development etc.
- 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 Centrally sponsored schemes being implemented in the cluster under NHDP, CHCDS, NERTPS, SAMARTH Schemes, etc.

OUR OBJECTIVES :

- 1) Product development to evolve more marketable products by interaction between expertise available in the fields of weaving, designing and processing.
- 2) Improving techniques, accessories and appliances used in weaving, dyeing and designing.
- 3) Providing marketing support by arranging interface between designers, producers and

- buyers which include execution of sample orders.
- 4) Solving problems arising in pre-loom, on loom and post loom processes and techniques.
 - 5) Arranging Exhibition, Seminars, Workshop, Buyer Sellers Meet for focusing on new and improved designs, equipment and processing techniques.
 - 6) Preserving and documenting traditional skills and revival of traditional designs for production and marketing.
 - 7) Implementing various developmental schemes of the Government of India in handloom sector and providing assistance and interaction with State Governments, handloom agencies such as Apex and Primary Co-operatives, PCs State and Private undertakings dealing in handlooms.
 - 8) Monitoring of projects sanctioned to the State Govt. and other agencies under various Centrally sponsored schemes.

OUR MANDATE :

- 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.
- Create a niche market for handloom products.
- Encouraging weavers for e-commerce platform, branding etc.

OUR RESOURCES :

The Govt. of India provided qualified technical personals for the disciplines of weaving, Designing and Processing (i.e. Dyeing and Printing) of the W.S.Cs. All of them are committed to make the W.S.C. a vibrant focal point for growth and development of handloom Industry. The W.S.C. is equipped with dyeing laboratory, printing facilities, Design and photographic studios and weaving workshop.

They demonstrate the use of practically need based items like looms, accessories, dyes-chemicals, technology for weaving and dyeing printing and designing. The old, exclusive, traditional and contemporary designs, photographs of designs and fabrics from different sources are collected for archiving. They document of the collection and keep them in the library along with other books and magazines for further reference. Paper designs and fabric

samples are prepared and displayed before the commercial manufacturers and exporter etc.

OUR ARMS FOR SERVICE :

DESIGN SECTION: -

The Textile Designers drawn amongst the best talent available in Art and Fashion Institutions are constantly engaged in preparing paper and Computer Aided Textile Designs. This section innovates and develops modern and contemporary Designs on Paper & CADSoftware on a regular/ ongoing basis comprising motifs, patterns and prints suitable both in Weaving and Printing (both by block and screen-printing) through appropriate systems and train designers and aims at synchronization of traditional design. It is provided to the weavers and other stakeholders.

The art works and age-old motifs are collected from various sources e.g. Museums, Temples Palaces/Havelis/Heritage-Houses/Old Monuments, State/National Archives, Private Collectors, College of Arts/Crafts Book of Arts/Artefacts & Handicrafts (carvings, wood, metal, stone, ivory, etc.), Societies/ Corporations/ Associations/ Guilds/ Journals/ Manuscripts/ Miniature/ Paintings antique Furniture/Potteries/Tombs/ Caves, Published series of Art & Industry collections, cataloguing books e.g. Sir Fort Watsons collection, symbols and portrayals of festivals, and mythologies world-wide. They develop them in new forms suitable for different varieties of textiles admitting the new tastes of the consumers of the age. Abstract and modern designs are also prepared by them for both weaving and printing purposes. Utmost care is taken to assess its market-worthiness.

The attempt is to preserve traditional designs by reviving and/or adopting them in the forms and colour schemes as required by the present market. Such designs help in production of the items both for domestic and export markets. The CATD facility of this centre helps in preparing the designs and colour schemes. Close association of Design section with weaving section is maintained for making jalas and point-paper designs, keeping in view the type of yarn, dye-stuffs and weaving techniques. The section also guides the Designers/Weavers/Trainers etc. for developing designs and colour schemes on the fabrics planned by them. The in-house translation of paper designs on woven cloth samples and printed samples can be visualized in the centre. Designers also work in the weaving and printing sections for spot selection of colour combinations of the designs.

The designs are executed for the handloom weavers during training and conceptualized for other stakeholders. It encourages development of value added products with all types of materials.

The Design section aims to maintain and update an inventory/data bank/warehouse of designs, motifs, patterns, prints etc. and display developed samples in exhibition halls. It helps to popularize the increasing adaption and adoption of designs, etc. as a vital ingredient of value added product development/diversification and for the creation and sustenance of creativity.

Weavers' Service Centre, Guwahati is equipped with the Design & Resource Centre (DRC) 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. The forthcoming trends and forecasts of colour and fabrics for the fashion and home fashion industry are kept in display 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 the State Handloom Agencies & Apex organizations, reputed handloom manufactures, yarn suppliers, spinners and yarn makers, machinery and fashion accessories suppliers, garment manufacturer etc. WSC Guwahati has the unique setup of an unparalleled Handloom Showroom pioneered by Development Commissioner for Handlooms office, New Delhi involving fabric collection, display according to regional accessories and craft splendours of the entire North-Eastern region of India. The centre profoundly maintains a live Museum Display of Heritage Handloom Textile traditions of NE States. It serves as an inspiration to the Designers, Research Scholars, Handloom weavers, etc.

Weavers' Service Centre, Guwahati periodically participate in special thematic exhibitions. The basic idea behind such exhibitions is to produce exquisite quality of handloom cloths from master weavers throughout India in order to sustain and excel in the quality aspect and to promote the marketing of handloom products on a sustained basis.

WEAVING SECTION:

The technical team of weaving section are constantly engaged in producing cloth samples as per designs & colour scheme prepared by Textile Designer as well as to train up the weavers of the state to use improved appliances technique of weaving as effort to develop products with different yarns/ fabric and the combinations thereof.

In most of the Block Level handloom clusters, the training programmes have been conducted by this centre to train up the weavers to use improved appliances/techniques. Workshops and live demonstrations have also been conducted at some clusters to create awareness and to apprise the weavers about the advantages of using improved appliances of weaving.

The weavers are also made aware of the present trends of handlooms in both domestic and overseas markets. Different handloom clusters are covered at different areas. After the training programmes and workshop etc. conducted by this centre, the weavers become Skilled to use the improved appliances like jacquard, Draw boy and even combination of these two. They are trained to adopt multiple healds and treadles for weaving different structural designs. The technical officials of this centre are regularly visited to the Handloom Clusters for technical guidance and support.

PROCESSING SECTION :-

Dyeing Laboratory:

A fully equipped Dyeing Laboratory manned with experienced dyers and other qualified technical personnel capable of developing techniques in post processing of yarn and fabrics is available. These laboratories bring out number of shade cards for silk, cotton and wool dyeing, thus illustrate a number of colour shades in use in the field of handlooms and also give details of the methods of application of dye stuffs, temperatures to be maintained and the length of dyeing period for each shade. These shade cards also provide information on degumming, scouring, bleaching, dyeing etc. and the equipment's used in dyeing and testing methods.

Printing Section:

This section carries out experiments in preparation of basic materials for hand block printing as well as screen printing. Dischargeable and non-dischargeable dye stuffs have been effectively used to obtain multiple effects of rare beauty. Weavers' Service Centre has

expertise in block and screen making and they accordingly develop new designs and patterns. Sizeable no. of hand-blocks and screens are available in the centre for use of weavers and handloom artisans.

Processing section of W.S.C., Guwahati is continuously working for improving the technical skill amongst the dyers and printers through field level and in house training programmes at various places of Assam, Meghalaya and Arunachal Pradesh.

One of the most important activities of the section is to create awareness amongst the Dyers and Printers about Eco-Friendly and Azo Free dye stuffs and advantages of their application by organizing workshops and demonstrations at different places in the states under the jurisdiction of this centre.

A part from training and workshop, the section is also doing R&D work to produce printed cloth samples and carrying out experimental dyeing for making shades with vegetable OR Natural dyeing.

PHOTOGRAPHIC SECTION:

The photographic activities presently are carried out by Design Section to build up a valuable and informative source material of archived photographs, depicting rare pieces of exceptional and traditional designs, costumes, fabric samples and also different forms of art from Museums etc. Exclusive fabric samples produced in Weaving, Dyeing and Printing Sections, in different traditional techniques are well documented and preserved in photographs.

OUR CHARTER OF SERVICES :

DESIGN DEVELOPMENT:

To innovate and develop designs, motifs, patterns and prints, via in-house skills, on a regular basis through appropriate systems and trained designers,, expert weavers and printers and to develop traditional design as well as marketable designs in handloom sector. Further in-house trainings are provided on need basis. In this regards utmost care is taken to assess market demand area its – worthiness. The services of Computer Aided Textile Designs (CATD) are also taken to make various colours and design combination for sample and cloth production.

The Design Resource Centre (DRC) at WSC, Guwahati has been setup and functioning. It serves as an inventory data bank, ware house of designs, motifs and pattern forms of woven cloth samples, paper designs and printed cloth designs for the weavers/master weavers and students etc. It encourages development of value-added products with all types of materials.

FEES COLLECTION/REVENUE: (As per Schedule of Charges-Revision of Dated-20th July, 1999)

ART /TEXTILE DESIGN SECTION

A. Paper Painted Design (PPD)		
Sl. No.	Description of Design	Charge/Amount
1.	Design with stripes, checks and additional colour scheme	Rs. 50/- each
2.	Design (Except those covered in A.1 above) where the repeat does not exceed 100 sq. cms.	Rs. 100/- each
3.	Design where the repeat does not exceed 250 sq. cms.	Rs. 150/- each
4.	Design where the repeat does not exceed 1000 sq. cms.	Rs. 250/- each
5.	Design where the repeat is above 1000 sq. cms.	Rs. 600/- each
6.	Wedding Saree/Special design print like Paithani, Baluchari, Jamdani etc.	Rs. 1000/- each
B. Computer Aided Textile Design (CATD)		
1.	Cost per Design (A4 Size)	Rs. 250/-
2.	Cost per Design (A3 Size)	Rs. 300/-
C. Cost of Computer Based Graphs		
1.	For 200 Hooks Jacquard	Rs. 2/- only per card
2.	For 400 Hooks Jacquard	Rs. 3/- only per card
3.	For 600 Hooks Jacquard	Rs. 5/- only per card

WEAVING SECTION

D. Manual Jacquard Graph Paper Designs		
Sl. No.	Description	Charge/Amount
1.	Graph Designs of 10 x 10	Rs. 2/- per Sq. Inch or Rs. 50/- whichever is higher
2.	Graph Designs up to 100 x 200	Rs. 100/- each
3.	Graph Designs up to 400 x 20	Rs. 400/- each & Rs. 100/- for addl.100 picks
4.	Graph Designs above 400 hooks (up to 200 picks)	Rs. 600/- & Rs. 200/- for addl. 100 picks each
5.	Cloth Analysis & Technical Advice on any discipline	Rs. 200/- for Technical Analysis & Advice
E. Woven Samples		
1.	Cloth Sample up to 250 sq. cms.	Rs. 200/- each
2.	Cloth Sample up to 2,500 sq. cms.	Rs. 300/- each for Cotton, Art Silk & Rs. 400/- each for Animal, Synthetic fibers
3.	Cloth sample above 2,500 sq. cms.	As per costing subject to minimum of Rs. 200/- each
F. Dyeing & Printing Section		
1.	Dyeing of yarns	As per costing subject to minimum of Rs. 50/- each
2.	Screen and block, Printing of samples above	As per costing subject to minimum of Rs. 200/- for cotton & Rs. 300/- for silk

TRAINING:

Weavers' Service Centers have imparted training through various Decentralized Training programmes in the past. Under the formulated Guidelines of National Handloom Development Programme (NHDP) the Skill upgradation training of handloom weavers in Block Level Handloom Cluster & Mega Cluster Projects are successfully carried out by WSCs. The familiarization & orientation for Master Trainers in different disciplines is carried out in office to enable them for conducting training in remote handloom clusters location under the jurisdiction of the WSCs.

National Handloom Development Program (NHDP) aims to strengthen the semi-skilled and skilled weavers in handloom clusters for product development, product diversification and improvement in productivity, in dyeing technique and design development on looms, improved technology for increasing productivity, lowering production cost and reducing fatigue of weavers.

Weavers' Service Centre, Guwahati has been regularly organizing the Technical workshops, Practical Demonstrations, discussions as awareness programme for the weavers, dyers, printers and designers and other stakeholders and inputs are disseminated by W.S.C. for new and improved techniques of weaving, dyeing and printing etc. with a view of creating awareness in the handloom clusters, sharing information about the services available in this centre and to impart training in designs development and dyeing and printing techniques. Technical disseminations and demonstrations are carried out for the benefits of Stakeholders. New and improved techniques of dyeing and printing are demonstrated among the dyers, printers and designers with the workshops conducted.

Weavers' Service Centre, Guwahati imparts training through Centrally sponsored programme in remote locations of handloom clusters for training of semi-skilled and skilled weavers for product development, product diversification and improvement in productivity- in weaving, dyeing and design disciplines with improved technology for increasing efficiency in low production cost and reducing fatigue of weavers.

Presently, the training is provided under Samarth Scheme which aims at the capacity building of Handloom weavers on grass-root level.

Apart from the above, the following in-house training are provided by the Weavers' Service Centre, Guwahati-

- (a) Short-term training with 4 (four) months duration in Weaving, Designing and Dyeing disciplines.
- (b) Observatory Training for a period of 1-4 months in technical aspect like Weaving, Designing and Dyeing & Printing for upgradation of technical know-how of the weavers.

The training course is provided as per fee @Rs. 300/ P.M.

RESEARCH AND DEVELOPMENT :

- a. R&D work is carried out for Skill development, design inputs, development of shade cards with natural dyes, unique sample development and is available at reasonable prices in Weavers Service Centre, Guwahati.
- b. To look into the usability, manufacture and improvement of materials used in the handloom Industry and other trades or Industries related in the fields of designing, dyeing, bleaching, finishing, printing etc.

- c. To assess the utilization of the products of the handloom Industry as well as to assist weavers/manufactures in the execution of sample development and marketing.
- d. To investigate into and help in improvement of various processes of producing handloom items with a view to securing greater efficiency, rationalization and reduction of fatigue along with reduction of production cost.

MARKET SUPPORT:

Weavers' Service Centre, Guwahati provides marketing guidance in coordination with State and Central Governments. The Handloom Agencies- Weavers Co-operative Societies, Weavers, Handloom Entrepreneurs, Producer Companies are recommended for participation in Marketing platforms like Dilli Haat, and Crafts Melas at Suraj Kund , Taj Mahotsav, Udaipur Craft Mela, Tohsali Craft Mela etc. and other National & State level Exhibitions, Expos, DLEs etc. WSC also provides supports for Branding in Handloom Mark registration and encourage for e-commerce platform of marketing.

Apart from exhibitions O/o of DCHL, New Delhi launched E-commerce platform for weavers to sell their product through on line mode . Weaver can register themselves in the portal "indiahandmade.com" to sell their product online.

PROMOTION OF EXCELLENCE:

Weavers' Service Centre, Guwahati regularly recommends the handloom weavers, Designers, Handloom Marketers & Entrepreneurs from the area of jurisdiction for making outstanding handloom product for Sant Kabir & National Award categories for selection and felicitation. Women weavers are being motivated for their excellence in the Kamla Devi Chattopadhyay Awards specially announced to be conferred to women handloom artisans.

National Award and National Merit certificate are also awarded for Design development and Marketing of Handloom product along with weaving.

HANDLOOM MARK:

The Handloom Mark Scheme initiated by the Government of India on June 28, 2006. The basic objective of the Scheme is to brand our handloom products as handmade and secure a premium position for them in Domestic as well as International market. The Scheme is promoted by Development Commissioner (Handlooms), Government of India and Textiles Committee office is nominated as the Implementation Agency.

Handloom Mark initiative provides a collective identity to the handloom products in India and is used for popularizing the hand woven products along with serving as an assured guarantee for the buyer that the product being purchased is genuinely hand woven from India. The 'Handloom Mark' is specially developed with the logo and unique coding.

INDIA HANDLOOM BRAND:

India Handloom Branch was launched in 2015. The Handloom Mark Scheme initiated earlier provided assurance to the consumers about authenticity of handloom products. However, it did not cover the aspect of product quality assurance. Therefore, the India Handloom brand is an initiative for branding of high-quality handloom products with zero defects and zero effect on the environment. It would differentiate high quality handloom products and help in earning trust of customers by endorsing their quality in terms of raw materials, processing, embellishments, weaving design and other quality parameters and by ensuring social and environmental compliances in their production. The registration for India Handloom will be granted to certain specified eligible entities in respect of identified product categories which meet prescribed quality parameters. It is, therefore be a hallmark of passionate creative work that defines the product with clarity, distinguishes it from competition and connecting it with customers. Weavers' Service Centre has been nominated as the Nodal agency for implementing India Handloom Brand scheme.

HELP AND GUIDANCE:

'Bunkar Mitra' Helpline for Handloom Weavers:

The Bunkar-Mitra helpline provides a single point of contact to handloom weavers across the country for addressing queries and providing guidance. This helpline can be accessed by dialing the toll free number **1800-208-9988**. Weavers can call from anywhere in India, from any number. The service is available from 10.00 A.M to 06.00 P.M, on all 7 days of the week, in seven languages: Hindi, English, Tamil, Telugu, Bengali, Kannada and Assamese.

The following services are available through this helpline:

- Assistance on technical issues.
- Guidance for:
 - Raw material supply.
 - Availing credit facility.
 - Quality control.
 - Access to marketing linkages.
- Information about various schemes and procedure to avail benefits.

GI HELP-DESK

A Help desk is being established for the handloom products & techniques covered under Geographical Indication Act (GI Help-Desk) for dissemination and grievance redressal in the matter.

HANDLOOM AT A GLANCE/ AS PER 4TH HANDLOOM CENSUS:

<i>Sl. No.</i>	<i>State</i>	<i>No. of handloom revenue villages</i>	<i>No. of handloom household</i>	<i>No. of Handloom worker</i>	<i>Product line</i>
1.	Assam	13392	12.46 lakh	12.69 lakh	Cotton and Silk Mekhela, Chaddar, Gamocha, Muga Silk Sarees, Traditional Riha, Eri Silk Stole, Shawl, Cotton and Silk Home furnishing, Dokhana, Arnoi etc.
2.	Meghalaya	617	43,220	42,755	Mekhala, Chaddar, Dakbandha, Silk Stole, Shawl, Traditional Jainsem etc.
3.	Arunachal Pradesh	1975	99,450	93,314	Traditional Gale, Galuk, Jackets, Eri and Acrylic Shawl, Monpa Hand bags, Muffler etc.

HELP AND GUIDANCE

GRIEVANCE:

- Weavers Service Centre, Guwahati placed a complaint / grievance box 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 acknowledged and requisite action taken and communicated within 30 working days of receipt.
- If for valid reason (s) a complaint / grievance cannot be readdressed within the due time, a suitable interim intimation will be sent promptly by WSC, Guwahati.
- 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 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.