

CITIZEN'S CHARTER

**WEAVERS' SERVICE CENTRE,
BHUBANESWAR**

GOVT. OF INDIA
MINISTRY OF TEXTILES
WEAVERS' SERVICE CENTRE
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WEAVERS' SERVICE CENTRE, **BHUBANESWAR (ORISSA)**

ORGANISATIONAL PHILOSOPHY:

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

OUR VISION

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

OUR MISSION

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

OUR VALUES

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

OUR COMMITMENT

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

- To 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:

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

OUR OBJECTIVES:

- Of product development to evolve more marketable products by interaction between expertises 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 training 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 sample orders.
- In solving problems arising in pre-loom, loom and post-loom processes and technologies.
- In arranging exhibitions, seminars, workshops 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 Governments, handloom agencies such as Apex and Primary Cooperatives, State & Private undertakings dealing in handlooms.
- Monitoring of projects sanctioned under various central scheme.

OUR RESOURCES:

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

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

OUR ARMS FOR SEERVICE:

DESIGN SECTION:

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

WEAVING SECTION:

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

DYEING LABORATORY:

WSC, Bhubaneswar has a fully equipped dye laboratory located at Plot No.A/407, Sahidnagar (Opp. IPICOL Staff Qtrs.) manned by experienced dyers and qualified technical officer/staff capable of developing techniques in processing of fabrics. Our laboratories have shade cards of silk, tassar, cotton, wool and jute. Also we have prepared silk shade card on vegetable dyeing. These illustrate a number of shades used in the field of handlooms and also give details of the method of application of dye-stuff, temperature to be maintained and the duration of dyeing for each shade. These shade-cards also provide information and degumming, scouring, bleaching, dyeing etc. and the equipments used in dyeing, colour matching agent on paper painted designs prepared by Art Designers and testing methods.

PRINTING SECTION:

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

Hand Blocks for printing are available from Calcutta. Srirampur is very famous for preparing different sizes of wooden block (no. of colours like 3,4,5 nos. etc.) Weavers' Service Centre, 21, Chittaranjan Avenue, Calcutta-72 may be contacted in this regard. One noted block makers address is given below:

M/s. Kalimata Block Centre, Prop. Shri Sanat Karmakar, Vill: Kamalapur (East), PO: Bora, Dist: Hooghly, West Bengal.

PHOTOGRAPHIC SECTION:

We have no Photographic Section.

LIBRARY AND DOCUMENTATION SECTION:

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

OUR CHARTER OF SERVICES:

DESIGN DEVELOPMENT:

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

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

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

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

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

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

A. Paper Designs:

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

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

B. Pattern Making Charges (Paper):

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

C. Computer Designs:

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

TRAINING:

- Weavers Service Centres impart training through Integrated Handloom Training Programmes to semi skilled and skilled weavers for product development, product diversification and improvement in productivity, in dyeing technique and design development on looms, providing infrastructural support for skill upgradation and capacity building.
- Short-term in-house training in weaving/designing/pattern making and processing to students, weavers, master trainers, employees of State Handloom Corporations, Apex Bodies and others.

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

EXHIBITION:

WSC holds Dyeing-cum-Design Exhibition in the interior clusters of weavers to familiarise 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 apprise the visitors with the latest information required for the development of right fabric in right colour and for suitable market. The information on woven and selected designs by the visitor is provided with complete technical specifications like count of yarn, etc. alongwith graph for jacquard and the weaving procedure to enable them to produce a quality fabrics having greater market acceptability.

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 WSC. Extension of services are provided through training programmes or at very reasonable charges. Scheduled rate for Technical guidance is Rs.200/-
- 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 utilisation 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, rationalisation and reduction of costs.

MARKET SUPPORT:

- Providing 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, Shilparamam, etc.

PROMOTION OF EXCELLENCE:

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

HELP AND GUIDANCE

GRIEVANCE:

- Weavers Service Centre, Bhubaneswar 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 redressed within the due time, a suitable interim intimation will be sent promptly by WSC,. Bhubaneswar.
- 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 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 Centres, Guwahati.

