

CITIZEN'S CHARTER

WEAVERS' SERVICE CENTRE- KULLU

GOVT. OF INDIA

MINISTRY OF TEXTILES

WEAVERS' SERVICE CENTRE

Govt. I.T.I Shamshi Campus, Shamshi, Tehsil- Bhuntar, Dist- Kullu-175126-H.P

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WEAVERS' SERVICE CENTRE- KULLU

ORGANISATIONAL PHILOSOPHY:

WSC: - Friend for guidance and Partner in progress through skill & technological up- gradation and product development throughout Himachal Pradesh. It is established in January 2022 in District -Kullu, Himachal Pradesh.

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 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 Workshop/camp with a view to create awareness in the weaver clusters about the services available in WSCs and to dissemination of schemes run by Govt. of India for benefit of Handloom weavers.
- 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 NHDP Scheme.

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.
- Cater to the poor multitude as well as to get it weaved for the niche market.
- To ensure benefits of Government Scheme reaches to the beneficiaries.

OUR OBJECTIVES:

- Product development to evolve more marketable products by interaction between expertise available in the fields of weaving, designing, processing etc.
- Improving weaving techniques and accessories and appliances used in weaving.
- Improving techniques of processing.
- Training weavers by disseminating improved techniques and new designs by undertaking training programs within the precincts of the Centre and in the field.
- Providing market support by arranging interface between designers, producers and buyers, which include execution of sample orders.
- Solving problems arising in pre-loom, loom and post-loom processes and technologies.
- Arranging exhibitions, seminars, workshops focusing on new and improved designs, equipments and processing techniques.
- Preserving and documenting of 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 co-operatives, State and private undertakings 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 center 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 equipments and other teaching aids. 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, Library and Documentation Section and Computer Aided Textile Design Section for sample development, training, expert guidance and for extension services.

OUR ARMS FOR SERVICE:

DESIGN SECTION:

Artists drawn from the best talent available in art and textile 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. These 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 centers have 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 the discipline imposed by the types of yarn, dyestuffs and weaving techniques as per requirements of the sector. The services are available at Centre, Shamshi, Kullu, H.P

WEAVING SECTION:

Skilled weavers drawn from the main traditional weaving communities of the country, man the Weaving Section under the supervision of 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 services are available at Centre, Shamshi, Kullu, H.P

DYEING LABORATORY:

Fully equipped Dye Laboratory manned by experienced dyers and other qualified technical personnel capable of developing techniques in processing of fabrics is available at Weavers Service Centre, Shamshi, Kullu, H.P. This Laboratory bring out number of shade cards for 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, bleaching, dyeing etc. and the equipments used in dyeing and testing methods.

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 WSCs, there is a proposal to acquire a sizeable collection of books and periodicals to form a Library in each of the Centres.

CONFERENCE HALL

It is situated in the IInd floor of the building. A well designed and spacious conference hall having audio visual facility for arranging meetings and conferences is available 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 systems 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:-

(a) Specific demand from the market in terms of apex societies, weaver's cooperatives, 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, Palaces Havelis/Houses State/National Archives Private Collectors College of Arts/crafts Caves, Book of Arts/Artifacts & Handicrafts (carvings, wood,metal,stone,ivory,etc.),Societies/Corpns/Associations/Guilds/Journals/Manuscripts/miniaturePaintings/Antinque furniture/Potteries/Tombs /Series of Art & Industry Collections /Cataloguing Books eg. Sir Fort Watsons collection, symbols and portrayals of festivals, and mythologies Worldwide. 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/ data bank / warehouse of designs, motifs, patterns, prints, etc. and display developed samples in exhibition halls. The developed designs are available for sale in centre.

Popularize 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. Encourage the sale of designs, prints, etc., on a non-exclusive right basis.

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 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 fibre blends, weaves, fabric structure, motifs and print idea for printed fabrics. WSC has linkages with Export Promotion Councils, State Handloom Agencies having Design Centers, Apex Trade Bodies both inside and outside the country and related linkages to textile resource sites. It has database of reputed handloom manufacturers, 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.

WSC holds thematic exhibitions periodically in the center. 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.

The Designs developed in center/ developed as required by the buyer are supplied to the sector on nominal scheduled charges as below: -

Item of Work	Amount of Service Charges
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Art Section -Paper Painted Designs

1. Designs of stripe, Check & Colour Combinations thereof	Rs. 50/each
2. Designs up to 100 Sq. cms/repeat	Rs. 100/each
3. Designs above 100 below 250 Sq.cms/repeat	Rs. 150/each
4. Designs above 250 below 1000 sq.cms/repeat	Rs. 250/each
5. Designs above 1000 sq.cms/ repeat	Rs. 600/each
6. Designs of saree layouts (wvg or ptg)	Rs.1000/each

- Manual Graph Paper Designs

1. Graph Designs of 10 x 10	@ Rs. 2/ 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 200	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/ Analysis-Advice

Weaving Section

1. Cloth Sample up to 250 Sqcms	Rs. 200/each
2. Cloth Sample other than 250Sqcms	As per actual costing of sample

Dyeing Section

1. Dyeing of yarns	As per costing subject to minimum of Rs. 50/each
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TRAINING:

Weavers Service Centers impart training through National Handloom Development Program (NHDP)/Samarth to semi-skilled and skilled weavers for product development, product diversification and improvement in productivity, in dyeing technique and design development on looms in various handloom Clusters.

National Handloom Development Program (NHDP)

Discipline of training	Duration	Stipend	Eligibility
Weaving	45 days	Rs. 13500/trainee	Semi skilled weavers
Dyeing	15 days	Rs. 4500/trainee	Dyers practicing traditional methods
Designing	30 days	Rs. 9000/trainee	Traditional weavers/designer

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 at Weavers Service Centre, Govt. I.T.I Shamshi Campus, Shamshi, Tehsil- Bhuntar, District, Kullu-175126, H.P as below:-

Discipline of training	Duration	Fee	Eligibility
Weaving, Dyeing, Designing etc...(any one at a time)	04 months	Rs.2400/- per course	Trainees Should be able to Read, Write in Hindi/English

HANDLOOM MARK:

The basic objective of the Scheme is to brand our handloom products 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 is nominated as the Implementation Agency.

Handloom Mark is the Government of India's initiative to provide a collective identity to the handloom products in India and can be used not only for popularizing the hand woven products but can also serve as a guarantee for the buyer that the product being purchased is genuinely hand woven from India. To support the above features, the 'Handloom Mark' is specially developed with the logo and unique coding. The registration of Handloom Mark is implemented by WSC Kullu in all districts of HP. Website www.hlm.gov.in

INDIA HANDLOOM BRAND:

The Handloom Mark Scheme was launched by the Government of India on June 28, 2006 to provide 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. The nodal agency for implementing IHB is WSC in Himachal Pradesh and testing/ certification is carried by Textiles Committee, Mumbai. A handloom fabric producer can contact to center for any assistance related to IHB. Website www.indiahandloombrand.gov.in

OUR CHARTER OF SERVICES TO HANDLOOM SECTOR IN HIMACHAL PRADESH

EXHIBITION:

Exclusive and traditional samples/designs display in theme pavilion along live demonstration of weaving and printing in Handloom Expos, Silk Fab, Wool Fab etc for students, local public, weavers, manufactures and exporters. Idea behind this display is to aware and spread the knowledge about handloom weaving and hand block printing among visitor.

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 services are provided through training programmes or at very reasonable charges.
- 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.

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.

PROMOTION OF EXCELLENCE:

Recommends, from their area of jurisdiction, master weaver and others for weaving of outstanding handloom product for Sant Kabir, National Award and Kamla Devi Chattopadhyay exclusively for women weavers to be presented by the President of India. National Award and National Merit certificate are also awarded for Design development and Marketing of Handloom product along with weaving.

Providing support under Outside Cluster Development

It provides support by providing improvised handloom / accessories, lighting unit and construction of Workshed on need basis to weavers fall under other than assisted clusters in the state.

Financial Support

Recommends the National / State Award winners above 60 years of age and living in indigenous condition.

Scholarship for wards of Handloom Weavers

Recommends the name of wards of handloom weavers for scholarship pursuing 3yr / 4yr diploma / degree courses in Textile / Handloom / Designing area.

HELP AND GUIDANCE:

'Bunkar Mitra' Helpline for Handloom Weavers

The 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.

All efforts are made to locally and satisfactory redress grievances of weavers / handloom industry. However, if a complaint/grievance is not attended to promptly or satisfactorily at the centre, the matter may be considered to be taken up in writing with the following functionaries:-

- A) Development Commissioner for Handlooms, Ministry of Textiles, Room no. 56, Udyog Bhavan, New Delhi-110011.
- B) Director (N.Z.), Weavers' Service Centre, Bharat Nagar, Delhi - 110052.