

The Odisha Gazette



EXTRAORDINARY
PUBLISHED BY AUTHORITY

No. 1611 CUTTACK, TUESDAY, DECEMBER 29, 2020/PAUSA 8, 1942

[No. 6784—II-TEX-02/2019-HT&H.]

GOVERNMENT OF ODISHA

DEPARTMENT OF HANDLOOMS, TEXTILES & HANDICRAFTS

RESOLUTION

The 16th December 2020

SUBJECT— Modified guidelines for Implementation of Production of Handloom Fabrics of Odisha on Natural Colours.

1. Preface :

Handloom Industries in Odisha are the oldest of its kind and are famous for its traditional IKAT designed fabric production. The fabrics in the ancient time were woven out of the yarn dyed with natural colours i.e. from the extract of the root, bark, leaves, flowers and fruits of the tree. With the progress of industrialization, manufacturing of the chemical dyes started and gradually wide ranges of colour with good fastness properties, easy dyeing process and low cost of dyeing were made available. Due to this advantage, the chemical dyes almost replaced the Natural Dyes from common production process and production of Natural Dyed products almost exited from the market. Total handloom fabric production of the State in the co-operative sector stands around Rs. 200.00 crore per annum and almost all the coloured fabrics are now from chemical dyed yarn. However with the consciousness of the people with health related issues grown with past few years, now there has been a demand for production of Natural Dyed fabrics. For production of such fabrics, handloom has also an edge over powerloom as the raw materials are not available in plenty to cater to the powerloom sector. This has necessitated a step for revival of the production of Natural dyes.

The proposed project will revive the production of fabrics dyed with Natural Dye. It may require an updated intervention in the total production process. It will also bring greater awareness for use of the fabrics dyed with natural colour.

2. Aim and Objective :

- 2.1. Encourage production of eco-friendly handloom fabrics using yarn dyed with Natural Dyes.
- 2.2. Integrate superb handloom weaving skills available in Odisha in the production process.
- 2.3. To market these products mostly in niche, National and International market.
- 2.4. Address the quality, its range & variety, its regional design identity and an impetus to its possible future growth.
- 2.5. Create a greater awareness of Natural Dyed handloom products.

3. Name of the Project/Scheme :

The proposed project shall be titled in the name "Production of Handloom Fabrics of Odisha on Natural Colours" and implemented as an innovative component under the scheme "Promotion of Handloom Industries" (Brand Name "Varnali").

4. Duration of the Project :

The project will be implemented over a period of one year, however the implementation period of the project may be extended if felt necessary thereafter.

5. Implementing Agency :

The project shall be implemented in (a) Sonepur and Bargarh Zone through Sambalpuri Bastralaya HLCS Ltd., Bargarh and (b) in Athagarh, Khordha and Balasore Zone through "State Agency for Development of Handloom Clusters" (SADHAC).

Role of the Implementing Agency is :

- 5.1. To implement the project mentioned above within the time limit.
- 5.2. Co-ordinate with the executing PWCS, concerned Zonal Officer and Lead Marketing Organizations and other related Agencies for successful implementation of the project.
- 5.3. To submit monthly physical & financial progress report and also completion report along with documentation to the State Government.
- 5.4. To track the post-implementation course of the project : Continuance and enhancement in production, spreading it to other feasible areas, organize exhibition and buyer-seller meet for commercial exploration of the products.

The progress of production as per the specification, design, quality and time schedule shall be looked after by the following persons :—

- (i) Managing Director, Sambalpuri Bastralaya (for Bargarh Zone)
- (ii) Deputy Director of Textiles, Sonepur (for Sonepur Zone)
- (iii) A.D.T., Athagarh/Khordha/Balasore (for Athagarh, Khordha, Balasore respectively)

6. State Level Project Monitoring Committee :

There shall be separate State Level Project Monitoring Committee for each implementing agency constituting the following persons to guide the Implementing Agency for successful implementation of the project :

Sambalpuri Bastralaya HLCS Ltd. for the Project of Bargarh and Sonepur Zone :

- | | | |
|--|----|-----------------|
| 1. Director of Textiles & Handloom | .. | Chairman |
| 2. Managing Director, Boyanika | .. | Member |
| 3. Concerned Divisional Officers | .. | Member |
| 4. Deputy Director of Textiles, Sonepur | .. | Member |
| 5. Secretaries of concerned PWCS | .. | Member |
| 6. Officer concerned, dealing with the Scheme at Directorate Level. | .. | Member |
| 7. Managing Director, Implementing Agency (S. Bastralaya HLCS Ltd.). | .. | Member-Convenor |

SADHAC for the Project of Athagarh, Khordha and Balasore Zone :

- | | | |
|---|----|-----------------|
| 1. Director of Textiles & Handloom | .. | Chairman |
| 2. Managing Director, Boyanika | .. | Member |
| 3. Managing Director, SERIFED | .. | Member |
| 4. Concerned Divisional Officers | .. | Member |
| 5. Concerned Zonal Officer | .. | Member |
| 6. Secretaries of concerned PWCS | .. | Member |
| 7. Officer concerned, dealing with the Scheme at Directorate level. | .. | Member |
| 8. C.E.O., SADHAC | .. | Member-Convenor |

The SLPC will meet Bimonthly to review the progress of activities towards the scheme implementation and suggest course of action for implementation ahead.

7. Project Components :

The project shall have the following components :

7.1. Training on Dyeing yarn with Natural Dyes :

- 7.1.1. Areas : The project shall be implemented in selected areas in Bargarh, Sonepur, Athagarh, Khordha and Balasore Zone of the State having strong base of handloom fabric production and adequate skill of the weavers to weave handloom fabrics using yarn dyed with Natural Dyes.

7.1.2. Number of Beneficiaries : Total 80 beneficiaries as per the following details will be covered :

| Name of the Zone | No. of beneficiaries | Name of the Zone | No. of beneficiaries |
|------------------|----------------------|------------------|----------------------|
| (1) | (2) | (3) | (4) |
| Bargarh | 20 | Athagarh | 20 |
| Sonepur | 20 | Khordha | 10 |
| | | Balasore | 10 |
| Total | 40 | | 40 |

7.1.3. Identification of Beneficiaries : Production of Natural Dyed fabrics shall be taken up through members of the Weavers' Co-operative Societies in Bargarh, Sonepur, Athagarh, Khordha and Balasore Zone. Beneficiaries will be selected mostly from tie-dye makers and dyers category. Bastralaya will identify 20 tie-dye makers from its own member, whereas the tie-dye makers and dyers will be identified by the PWCS of Sonepur Zone in the following manner :

| Name of the PWCS | Headquarter (Name of the village) | Number of beneficiaries | | Total |
|------------------|--------------------------------------|-------------------------|----------|-----------|
| | | Tie-dye maker | Dyer | |
| (1) | (2) | (3) | (4) | (5) |
| Gangadhar | Sagarpali | 2 | 3 | 5 |
| Mahalaxmi | Baghapali | 2 | 3 | 5 |
| Biswabharati | Kendupali | 5 | 0 | 5 |
| Parameswari | Palas | 3 | 2 | 5 |
| | Total | 12 | 8 | 20 |

Beneficiaries will be selected from SHGs/Entrepreneurs and WCS by the concerned Zonal Officers, in the zone where SADHAC will function as the Implementing Agency.

7.1.4. Exposure Visit : A group of 20 beneficiaries accompanied with two technical persons will be sent on an exposure visit to potential clusters producing handloom fabrics using Natural Dyed yarn. The exposure visit will be for a period of seven days including the dates of journey. There will be four groups, two from each Implementing Agency. Rs. 0.06 lakh will be provisioned for each beneficiary total amounting to Rs. 5.28 lakh. Implementing Agency has to identify suitable cluster for the purpose.

7.1.5. Period of Training : After returning from the exposure visit, 45 days training programme will be organized on dyeing of Cotton and Silk yarn, using different types of Natural Dyes. The training will be imparted on all days except Sunday from 10-00 A.M. to 5-00 P.M.

7.1.6. Place of Training : Training will be conducted in the office premises of the Deputy Director of Textiles, for weavers of Sonepur Zone and Bargarh Zone; it will be organized in the dye house of the Sambalpuri Bastralaya.

For SADHAC, the training will be conducted in the premises on due consultation with concerned Zonal Offices in Athagarh, Khordha and Balasore Zone.

7.1.7. Raw Material : Cotton yarn and Silk yarn required for the training purposes will be procured from the Raw Material Bank of Sambalpuri Bastralaya/RMB of the respective cluster whereas the Natural Dyes will be procured in (i) raw form as available in nature and (ii) in the dyes form manufactured by the leading Natural Dye manufacturers through registered supplier. The financial implications will be as follows :

| Name of the Zone | Provision for raw material (Rs. in lakh) | Name of the Zone | Provision for raw material (Rs. in lakh) |
|------------------|--|------------------|--|
| (1) | (2) | (3) | (4) |
| Bargarh | 1.00 | Athagarh | 1.00 |
| Sonepur | 1.00 | Khordha | 0.50 |
| Balasore | 0.50 | | |
| | | Total | 4.00 |

7.1.8. Equipment : Each Center will be provided with one set of stainless steel dyeing equipments with gloves and other accessories @ Rs. 0.10 lakh for which provisions of Rs. 0.50 lakh has been made. Besides, the trainees will be provided with one set of dyeing equipment and accessories for carrying on the dyeing process for regular production of fabrics. Each trainee will be supplied with one set of stainless steel dyeing equipment which will cost @ Rs. 6,000. Hence there will be a financial implication of Rs. 5.30 lakh under this component.

7.1.9. Stipend : Each trainee will be paid a stipend of Rs. 250 per day. The total per beneficiary will come to Rs. 7,500 per month. So Rs. 9.00 lakh will be provided for stipend to 80 trainees for 45 days of training.

7.1.10. Master Craftsman : Dyeing yarn with Natural Dyes and produce fabrics on commercial basis is a new intervention in the handloom sector of the State. Production of fabrics with Natural Dyes is also limited in the country. A suitable organization/institution dealing with dyeing of yarn with Natural Dyes will be identified to depute one of their Master Dyer to impart training to 05 weavers (03 from SADHAC & 02 from Sambalpuri Bastralaya Handloom Co-operative Society Ltd.) for a period of 15 days. The MCM created under the project will be empanelled as MCM in D.T.(O). Hence an amount of Rs. 0.57 lakh (rupees fifty seven thousand) only has been provisioned.

7.2. Production on Loom :

7.2.1. Number of Looms : The production on loom will start as soon as training on dyeing with Natural Dye is over and tie-dye production start on commercial basis. Initially total 20 looms each in Sonapur, Bargarh, Athagarh Zone and 10 looms each in Khordha and Balasore Zone will be engaged for weaving and gradually number of looms will be increased as the marketing activities progress.

7.2.2. Categories of Production : Training will be imparted for developing shades at least with 15 different categories of Natural Dyes. Categories identified are as follows :

LIST OF NATURAL DYES FOR SILK AND COTTON YARN

| Sl. No. | Name of the Dyes Materials | | | | Colour |
|---------|----------------------------|--------------|--------------------------|-----------------------------------|-----------------|
| | Local Name | English Name | Botanical Name | Extractor | |
| (1) | (2) | (3) | (4) | (5) | (6) |
| 1 | Dalimba | Pomegranate | Punica Granatum | Skin/Rind | Mud Yellow |
| 2 | Mangista | Madder | Rubia Cardifolia | Roots/Stem | Turkey Red |
| 3 | Nila | Indigo | Indigofera Tinctoria | Leafs | Indigo Blue |
| 4 | Gendu | Marigold | Tagetes | Petals | Sun Yellow |
| 5 | Cha | Tea | Cemellia Sinensis | Leafs | Brown |
| 6 | Lakha | Lac | Cerria Lacca | Secretion of Insect | Red |
| 7 | Jhapada | Annatto | Bixa Orellana | Seeds | Tiger Yellow |
| 8 | Khaira | Catechu | Accacia Catechu | Log Wood | Brown |
| 9 | Panasa | Jack Fruit | Artocarpus Heterophyllus | Log Wood | Yellow |
| 10 | Palas | Tesu | Butea Monosperma | Flower | Cream |
| 11 | Harida | Myrobalan | Terminalia Chubula | Fruit | Greenish Yellow |
| 12 | Manjuaati | Henna | Lawsonialnermis | Leafs | Greenish Red |
| 13 | Piaja | Onion | Allium Cepa | Skin | Reddish |
| 14 | Bit | Bit Root | Beta Vulgaris | Root | Reddish Brown |
| 15 | Kala | Black | | Iron+Jaggery+ Besan and Harida | Black |

Production of fabrics will be from all ranges which will include Saree, Stole, Dupattas, Dress Materials, Running Materials and Napkins etc.

7.2.3. Anticipated Production : An average production of 18 yards in silk (equivalent to 3 sarees) and 24 yards (equivalent to 4 sarees) in cotton categories will be targeted per month per loom. Loom engagement under both the categories and estimated production during the project period will be as follows :

| Sl. No. | Name of the zone | Name of the PWCS/Cluster | Number of looms to be engaged | Production in yards* | Approximate average cost per yard (in Rs.)* | Total estimated cost (in Lakh Rs.)** |
|---|------------------|--|-------------------------------|----------------------|---|--------------------------------------|
| (1) | (2) | (3) | (4) | (5) | (6) | (7) |
| Implementing Agency-Sambalpur Bastralaya HCS Ltd. | | | | | | |
| 1 | Sonepur | Mahalaxmi | Silk-5 | 720.00 | 2,000.00 | 14.40 |
| | | Gangadhar | Silk-5 | 720.00 | 2,000.00 | 14.40 |
| | | Biswabharati | Silk-5 | 720.00 | 2,000.00 | 14.40 |
| | | Parmeswari | Cotton-5 | 960.00 | 1,200.00 | 11.52 |
| 2 | Bargarh | Sambalpur | Silk-5 | 720.00 | 2,000.00 | 14.40 |
| | | Bastralaya HLCS | Cotton-15 | 2,880.00 | 1,200.00 | 34.56 |
| | | Sub-Total | Silk-20 | 6,720.00 | .. | 103.68 |
| | | | Cotton-20 | | | |
| 1 | Athagarh | Nuapatana | Silk-15 | 2,160.00 | 2,000.00 | 43.20 |
| | | Baramba | Cotton-5 | 960.00 | 1,200.00 | 11.52 |
| 2 | Khordha | Routpada | Cotton-10 | 1,920.00 | 1,200.00 | 23.04 |
| 3 | Balasore | Jaleswar | Silk-10 | 1,440.00 | 2,000.00 | 28.80 |
| | | Sub-Total | Silk-25 | 6,480.00 | .. | 106.56 |
| | | | Cotton-15 | | | |
| | | Total (Two crore ten lakh twenty-four thousand) only. | | | .. | 210.24 |

* Calculated on 240 production days during the year after training is over.

** This is an estimated figure and may vary if category of production changes.

7.2.4. Assistance for production : Cost involved towards replacement of accessories, if any during production will be met out from this project cost @ Rs. 3,000 per loom for which Rs. 0.60 lakh will be provided to Bargarh, Sonepur, Athagarh Zone and Rs. 0.30 lakh to Khordha & Balasore Zone. Rs. 0.50 lakh each will be provisioned for Bargarh, Sonepur, Athagarh Zone and Rs. 0.25 lakh each for Khordha & Balasore Zone to meet the conversion charges for weaving fabrics out of the yarn dyed during the training period. Such products will be kept by the Implementing Agency as Reference Collection. Each weaver will be provided with Rs. 50.00 per yard of each new designed product woven by him (for initial two products under that category). Rs. 3.00 lakh has been provisioned for such design intervention (Rs. 1.50 lakh to each I.A.). Besides, Rs. 3.00 lakh for each Implementing Agency totaling to Rs. 6.00 lakh will be provided for running sample cost for dye authentication. An amount of Rs. 13.40 lakh will be spent under this head.

8. Publicity and Marketing :

- 8.1. Publicity : Catalogue, brochures and leaflets may be printed and distributed in big fairs (handloom marketing events) and big showrooms for awareness of the customers. e-commerce website of the marketing organization will specially highlight the feature of the Natural Dyed fabrics and display of product photograph. Small films may also be prepared for advertisement in Electronics Media/Big Sales Outlet of Handloom Marketing Organizations for which funds will be provisioned from State Budget. Steps will also be taken to register the products under “India Handloom Brand”.
- 8.2. e-marketing : The products will be displayed in a special gallery in the websites of the leading Handloom Marketing Organizations of the State including their e-commerce partners and websites of lead PWCS for advertisement and facilitating e-marketing.
- 8.3. Exhibitions : Exclusive exhibitions will be organized (i) in potential places of the State & outside the State and (ii) participation in big marketing events like National Handloom Expo, International Marketing events etc. Each exhibition organized outside of the State will be accompanied with Buyer-Seller meet.
- 8.4. Marketing through Lead Handloom Organizations : The product will be marketed mostly through Boyanika, Bhubaneswar, Sambalpuri Bastralaya HLCS Ltd., Bargarh and SERIFED, Bhubaneswar. Steps will be taken to market the products in big showrooms with special focus on niche market of Metros, through e-commerce etc. Products will be displayed in an exclusive gallery and an individual counter will be earmarked for keeping the Natural Dyed fabrics. To keep adequate stocks in hand for marketing and publicizing the product the State level marketing organization will be provided with Rs. 70.00 lakh for procurement of natural dyed product and its marketing promotion. The amount will be shared as @ Rs. 40.00 lakh to Boyanika, Rs. 20.00 lakh to Sambalpuri Bastralaya and Rs. 10.00 lakh to SERIFED.

9. Project Management Cost :

The Project Management Cost will meet the expenditure for the following activities :

Engagement of a “Project Implementation Executive” will be required to execute the day to day supervisory work of the project in terms of yarn supply, compensation on account of loss of wages, supply of weaving/dyeing accessories, maintenance of all records, documentation, weavers earnings & a profit loss account on the basis of the realization of sales & stocks etc.

Rs. 18,000 per month may be provided as remuneration to the employee for this purpose. Retired Government Employee (an Inspector of Textile) with good track record may be recruited for the purpose in accordance with the Government guideline. (ii) One technical person from Sambalpuri Bastralaya HLCS Ltd. as well as concerned Zonal Office will be specifically entrusted to deal with all the technical matters relating to the implementation of the scheme. Rs. 3,000 per month to each of the persons may be provided to meet the telephone, other incidental expenditure like tour expenditure and special allowance for monitoring the technical activities of the project.

Each activity of the project like exposure visit, training, production process, publicity, participation and marketing activities etc. will be documented digitally as well as in documentation form. The documentation may be done so as to serve like a guideline for continuation of this project or other such projects in the future. The expenditure on this score will be met out from the Project Management Cost. Further, cost towards purchase of computer, furniture and administrative expenditure like stationery, TA/DA expenses of PIE, organizing SLPC meeting and other unforeseen expenditure those which have not been included in the project proposal but required during the implementation of the project shall also be brone out of this component. Rs. 15.50 lakh has been kept as provision in the proposal out of which Rs. 9.25 lakh will be paid to SADHAC and Rs. 6.25 lakh to Sambalpuri Bastralaya HLCS Ltd.

10. Role of State Government :

The project shall be implemented under the total supervision of the State Government. The Executing Agency in consultation with the Implementing Agency and Zonal Office will identify the trainees, place of exposure visit, selection of Master Craftsman and places of production etc.

State Government through the Implementing Agency shall monitor the implementation and post implementation progress of the project like (i) commercial and continuous production of the design collections, (ii) documentation, (iii) providing necessary *pro forma* for collection of various data/reports and return etc., (iv) providing support from ongoing schemes of handloom sector wherever required, (v) Any other activities required to be implemented for better implementation of the project.

11. Financial Implications : Rs. 123.98 lakh (Enclosed)

(Rupees one crore twenty-three lakh ninety-eight thousand) only

| | | |
|--|----|---------------------------|
| (i) Exposure Visit @ Rs. 6,000 per head | .. | Rs. 5.28 lakh |
| (ii) (a) Raw Material Cost | .. | Rs. 4.00 lakh |
| (b) Conversion cost | .. | Rs. 2.00 lakh |
| (c) Accessories | .. | Rs. 2.40 lakh |
| (d) Design Intervention | .. | Rs. 3.00 lakh |
| (e) Fees for authentication of dye | .. | Rs. 6.00 lakh |
| (iii) Equipment | .. | Rs. 5.30 lakh |
| (iv) Training Stipend to 80 weavers/tie-dyers/dyers @ Rs. 250 per day for 45 days. | .. | Rs. 9.00 lakh |
| (v) Remuneration to five Master Dyer (trainer) (Inclusive of their T.A./D.A./Journey expenses/Other incidental expenditure). | .. | Rs. 1.50 lakh |
| (vi) Assistance to marketing organizations for publicity & marketing | .. | Rs. 70.00 lakh |
| (vii) Project Management Cost | .. | Rs. 15.50 lakh |
| | | Total cost |
| | | .. Rs. 123.98 lakh |

(Rupees one crore twenty-three lakh ninety-eight thousand) only

| | | | |
|--------------------------------|----|----------------|-----------------------|
| Sambalpuri Bastralaya HLCS Ltd | .. | Rs. 65.29 lakh | } <i>Annexure - I</i> |
| SADHAC | .. | Rs. 58.69 lakh | |

12. Expected Outcome :

- (i) To create awareness on Natural Dyed fabrics.
- (ii) To create a niche and sustainable market for the handloom weavers of Odisha.
- (iii) Extend the production to other potential handloom cluster of Odisha and establish Odisha as a lead State for manufacturing of Natural Dyed product.
- (iv) Increase in remuneration of weavers from weaving profession.

ORDER — It is ordered that this resolution be published in an extraordinary issue of the *Odisha Gazette* of the Government of Odisha for the general information and copy be communicated to all Departments of Government/all Heads of Departments and other concerned.

By order of the Governor

SRIKANT PRUSTY

Special Secretary to Government

Proposed Financial Outlay for Training by Expert Organisation

| Sl. No. | Component | Amount (In Lakh Rs.) | | |
|---------|---|-----------------------|--------------|---------------|
| | | Sambalpuri Bastralaya | SADHAC | Total |
| (1) | (2) | (3) | (4) | (5) |
| 1 | Exposure Visit @ Rs. 6,000 per head | 2.64 | 2.64 | 5.28 |
| 2 | (a) Raw Material Cost | 2.00 | 2.00 | 4.00 |
| | (b) Conversion Cost | 1.00 | 1.00 | 2.00 |
| | (c) Accessories | 1.20 | 1.20 | 2.40 |
| | (d) Design Intervention | 1.50 | 1.50 | 3.00 |
| | (e) Fee for authentication of Dyes | 3.00 | 3.00 | 6.00 |
| 3 | Equipment | 2.60 | 2.70 | 5.30 |
| 4 | Training Stipend to 80 weavers/tie-dyers @ Rs. 250 per day for 45 days. | 4.50 | 4.50 | 9.00 |
| 5 | Remuneration to Five Master Dyer (Inclusive of their T.A./D.A./Journey expenses/Other incidental expenditure). | 0.60 | 0.90 | 1.50 |
| 6 | Assistance to Marketing Organizations for Publicity & Marketing | 40.00 | 30.00 | 70.00 |
| 7 | Project Management Cost : | | | |
| | (a) Remuneration to PIE for 1 year @ Rs. 18,000 per month | 2.16 | 2.16 | 4.32 |
| | (b) One technical person specifically entrusted to deal with all the technical matters relating to the implementation of the scheme. Rs. 3,000 per month to each of the persons may be provided to meet the telephone, other incidental expenditure like tour expenditure and special allowance for monitoring the technical activities of the project. (03 for SADHAC & 02 for SBHLCS) | 0.72 | 1.08 | 1.80 |
| | (c) Training Stipend @ 250 per trainee for 5 trainees for 15 days | 0.075 | 0.1125 | 0.1875 |
| | (d) Provision of to & fro journey fare to training centre, local conveyance to 5 trainees. | 0.03 | 0.02 | 0.05 |
| | (e) Fees towards engagement of Organization/Expert person towards all expenses (T.A., D.A., Lodging & Boarding, Conveyance). | 0.228 | 0.342 | 0.57 |
| | (f) Cost towards T.A. & D.A. of PIE, Meeting expenses, Purchase of Computer, Furniture, Admin., Training cost at IHWD, Khordha and unforeseen expenses. | 3.03 | 5.54 | 8.57 |
| | Total . . | 65.29 | 58.69 | 123.98 |