

CITIZEN'S CHARTER

WEAVERS' SERVICE CENTRE, MEERUT

GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
WEAVERS SERVICE CENTRE
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WEAVERS SERVICE CENTRE, MEERUT

ORGANISATIONAL PHILOSOPHY :

- WSC : Friend for guidance and partner in progress through skill & 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 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 :

- ❖ Service 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.

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 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 Govt. 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 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, Photography 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 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 Centres have the services of Jala makers, graph paper designers who work in close association with the Dyeing Laboratory and the Weaving Sections situated within the Centre. Care is taken to see that the designs developed area within the discipline imposed by the types of yarn, dyes stuffs and weaving techniques, as per the requirements of the Sector.

WEAVING SECTION:

- Skilled weavers drawn from the main traditional weaving communities of the country man the Weaving Section. They are supervised by qualified textile technologists. 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 Weaving Section also undertakes simple improvements in looms and in the processes of weaving.

DYEING LABORATORY:

- Fully equipped Dye Laboratory manned by experienced dyers and other qualified technical personnel capable of developing techniques in cost processing of fabrics is available in the campus of each of the WSC. These Laboratories bring out number of shade cards for silk, cotton and wool dyeing. This illustrate a number of shades in use in the field of handlooms and also give details of the method of application of dye stuffs, temperatures to maintain the length of dyeing period of each shade. These cards also provide information on de-gumming, scouring, blending, dyeing etc. and the equipments 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 within the premises of the WSC. Dischargeable and non-dischargeable dyes-stuffs have been effectively used to obtain multiple effects of rare beauty. Weavers' Service Centre have expertise in block and screen making and they cordially develop new design and pattern. Sizeable of hand-block and screen are attractable for use by Weavers and Handloom organizations.

PHOTOGRAPHIC SECTION :

- Presently, the Weavers' Service Centres located at Mumbai, Chennai, Delhi and Guwahati have full fledged Photographic Sections. In an effort to augment the facilities at the remaining Centres, a constant review is made of individual requirements and steps are taken to provide these facilities to as many as, are need of them.
- The Photographic Sections have built up a valuable and informative source material of photographs depicting rare pieces of exceptional and traditional designs, costumes, fabric samples as also forms of art from Museums etc. Different techniques of production in weaving, dyeing and printing including tie and 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 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 :

- ✚ 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, weavers cooperative, institutions, exporters, manufacturers or private persons.
 - (b) As per the demand of the International market in terms of colour, design and fashion force-cast.
 - (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/Corporations/Associations, Guilds/Journals/Manuscripts/Miniature paintings, Antique furniture/Potteries/Tombs, Series of Art & Industry Collections, Cataloguing books e.g. Sir Fort Watson's collection, symbols and portrayals of festivals, and world-wide mythologies. 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/ware-house 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.

- 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 (NCTD) 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 fore-casts of colour and fabrics for the fashion and home fashion industry keeping in mind the requirements of the entire sector such as colour fore-casts with regional preference, fore-casts 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 the country and related linkages to textile resource sites. It has data base of reputed handloom manufacturers, fibre 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 periodically the organization on a continuous basis special thematic exhibitions. The basic idea behind such exhibitions is to produce exquisite quality of handloom cloths from master weaver throughout India in order to sustain and excel in the quality aspect and to promote the marketing of handloom products on a sustained basis.

TRAINING :

- Since the Working Group of the Planning Commission on Textiles & Jute Industry for the Xth Five Year Plan, had identified the need for developing training modules for weavers engaged in the production of low-value added items, to enable them to survive the competition consequent on globalization, the Weavers Service Centres are imparting training in the field of Weaving, Design Development and Dyeing Technique through recently introduced 'Integrated Handloom Training Project' (IHTP), to semi-skilled and skilled weavers for product development, product diversification and improvement in productivity, in dyeing technique and design development on looms.
- 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.
- Training in the higher sector of design development of North East through the regional design centres set up in Guwahati under WSC.

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 looms and their working. Through its in-house exhibition, the members of WSC acquaint the visitors with the latest information required for the development of right fabric in right colour and for the right market. The information on woven and selected designs by the visitor is provided with complete technical specifications like count of yarn, thread count, technical graph for jacquards, the weaving procedure to enable them to produce quality and design enrich fabric having greater market acceptability. The same idea is taken out door also.

RESEARCH AND DEVELOPMENT :

- ❖ R&D work is carried out for look development, design modification, development of shade cards, natural dyes, unique sample development, and is available at reasonable price in WSC. Extension services are provided through training programmes or at very reasonable charges.
- ❖ 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 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 e.g. 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, printer and others making outstanding handloom product for National Award to be presented by the President of India.

HELP AND GUIDANCE :

- ✓ A complain/grievance box shall be placed 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 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 No.55, Udyog Bhawan, New Delhi.

OR

- The Zonal Director(s), Weavers Service Centre, Delhi/ Chennai/ Guwahati / Mumbai.

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