

CITIZEN'S CHARTER

WEAVERS' SERVICE CENTRE, MUMBAI

GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
DIRECTOR, WEAVERS' SERVICE CENTRE,
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WEAVERS' SERVICE CENTRE, MUMBAI

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 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 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 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 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 choose 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 in the **premises of WSC, Mumbai**. 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 in the WSC helps in preparing the designs and techniques with the aid of a computer. This Centre has the services of Jala maker, graph paper designer 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:

- Skilled weavers drawn from the main traditional weaving communities of the country man the Weaving Section in the **premises of WSC, Mumbai**. They are supervised by 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.

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 each of the WSC. These Laboratories bring out number of shade cards for silk, cotton and 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 dye stuffs, temperatures to be

maintained and the length of dyeing period for each shade. These cards also provide information on de-gumming, scouring, blending, dyeing etc. and the equipments used in dyeing and testing methods.

- This Dyeing Laboratory is accommodated in the **premises of WSC, Mumbai** itself and can be contacted on the same address as given in the beginning of this Charter.

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 have expertise in block and screen making and they cordially develop new design and pattern. Sizable of hand-block and screen are attractable for use by Weavers and Handloom organizations. This Printing section is also accommodated in the **premises of WSC, Mumbai** itself and can be contacted on the same address as given in the beginning of the Charter.

PHOTOGRAPHIC SECTION:

- The **Weavers' Service Centre located at Mumbai** presently have full fledged photographic Section.
- The Photographic Section 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 the **premises of WSC, Mumbai**. In an attempt to augment the resources of the WSC, there is a proposal to acquire a sizeable collection of books and periodicals to form a Library in each of the Centres.

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 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 fabrics having greater market acceptability. The same idea is taken out door also.

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 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/Artefacts & Handicrafts (carvings, wood, metal, stone, ivory, etc.), Societies/Corpns./Associations/Guilds/Journals/Manuscripts/miniature Paintings/Antique furniture/Potteries/Tombs /Series of Art & Industry Collections/Cataloguing Books eg. Sir Fort Watsons collection, symbols and portrayals of festivals, and mythologies World-wide. 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. 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.
- Encourage the sale of designs, prints, etc., on a non-exclusive right basis.
- Regional Design and Technical Development Centers(RDTDC) of the Office of D.C.(Handicrafts) and Weavers Service Centres bring out an annual album of design produced by them which is commercially promoted through the outlets of CCIC/HHEC and commercial missions of the Embassy of India abroad.

- Weavers Service Centre, Mumbai 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, Mumbai has 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 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, cataloguing 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 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.

Services provided to User Group and Our Reach.

- Weavers, artisans, Handloom workers, weavers' cooperatives, Apex bodies, Corporations, entrepreneurs, industrialists, exporters, craftsmen, printers engaged in production, processing, weaving, crafting, designing and printing of Handloom textiles in organized and unorganised sectors in urban, semi urban and rural areas.

Through

1. New product development activities which are undertaken keeping in view of marketing, technology and research & development for entire segment of Handloom Industry.
2. The activities for product diversification which are undertaken as per the demand from Handloom sector.
3. Designs Resource planning for Handloom organisations.

4. Product Strategy for Handloom organisations.
 5. Trial Marketing (Service for more designs in the series).
 6. Presentation of specific collection planned for Handloom organisations.
 7. The Spot services in Design Exhibitions.
 8. The Integrated Handloom Training Projects.
 9. The Design Documentation and Cataloguing.
 10. The Technical services on designs development.
 11. The Advice on preparation of fabric of excellence to Master Weavers for National Award.
 12. The use of CAD/CAM Designs.
 13. The advice on preparation of Traditional art of Textiles as National Heritage.
- Service Charges (Fees etc.) are charged as per schedule of charges approved by the Ministry of Textiles and made available to user groups.
 - The approved formula is cost of raw material plus labour charges @ Rs.100/- per day plus over head charges @15%.

TRAINING :

Weavers Service Centre, Mumbai impart training through Integrated Handloom Training Project 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.

A) Integrated Handloom Training Projects

As Per guidelines prescribed by Development Commissioner for Handlooms.

B) Short Term Training Programmes

Short Term Training Programme in Designs, Weaving and Dyeing & Printing
Duration – 4 months. Fees - as per schedule of charges approved by Development Commissioner (Handlooms) time to time.

C) Any Training Programme on Request for Handlooms Industries

Duration – As per request.

Fees – as per schedule of charges approved by Development Commissioner (Handlooms)

RESEARCH AND DEVELOPMENT :

R&D Work is carried out through

Designing :

By modification and developing new designs, motifs etc. as per demand/requirement of user group.

By guiding the user group for developing new range of products in weaving and Printing.

Preparing Layouts for all varieties.

By preserving/reviving old traditional designs.

Weaving :

For loom development as per requirement of user group.

By Fabric diversification by combining yarn, changing texture of fabrics, mixing of weaves, count etc. as per the export/local market demand keeping in view of colour forecast.

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.

Dyeing :

- By developing new range of shades/shade cards for the benefit of user groups.
- Making trials and developments to solve the problems faced in dyeing and printing.
- Development of shades in natural dyes.
- Preparing new screens/blocks to meet the market trends.
- To investigate into and help improvement of various processes of manufacture with a view to securing greater efficiency, rationalization and reduction of costs.

And

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.

Photography:

Photographic Documentation from various Sources 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/Antique furniture/Potteries/Tombs /Series of Art & Industry Collections /Cataloguing Books eg. Sir Fort Watsons collection, symbols and portrayles of festivals, and mythologies World-wide. Utmost care is taken to assess its market - worthiness.

General Photography, Copying by Photographs, Photography for Story Board, Presentation and presentation.

Computer Aided-Textile Design:

Computer aided textile design system has been used to provide supply of textile designs, graphics etc.

Software like tex weave used to prepare graph designs for handloom jacquard speedily as per requirement of weavers and designers.

Software like tex print used to prepare printing designs for block and screen printing for printers speedily as per requirement of printers, dyers and designers etc.

Software like tex scan used to enlarge, copy the exclusive designs for preparing weaving, printing designs.

Software like tex doobby used to prepare doobby designs for weavers and created new patterns for designers, students etc.

And

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.

GENERAL

MARKET SUPPORT :

- It provides marketing guidance in coordination with State and Central Government, eg., nominating and forwarding societies/master weavers for participation in Dilli Haatt, 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 complaint / 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(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.
- 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;

The Development Commissioner (Handlooms), Ministry of Textiles, Room No.56, Udyog Bhawan, New Delhi.

Or

The Additional Development Commissioner and Chief Vigilance Officer (Handlooms), Ministry of Textiles, Room No.57, Udyog Bhavan, New Delhi.

Or

The Joint Development Commissioner (Handlooms), Ministry of Textiles, Room No.55-A, Udyog Bhavan, New Delhi.

Or

The Zonal Director, Weavers' Service Centre, 15-A, Mama Parmanand Marg, Mumbai-400004 Phone No.022-23691238/23610923 Fax:-022-23610923 E-mail : wscmumb@vsnl.com.