CHAPTER III

1. ORIGIN AND GROWTH OF SOCIETY.
2. PRODUCTION.
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CHAPTER - III

ORIGIN AND GROWTH OF

SUPER SILK HANDLOOM WEAVERS

CO-OPERATIVE SOCIETY

The SUPERSILK Handloom Weavers Co-operative Society is one of the biggest handloom weavers Co-operative in Salem district.

Mr. G.V. Nannusamy M.Nos1, was the Chief Promoter of the society. In the year 1973-74, he started the society admitting 261 members with a paid up share capital of Rs. 26.475/- to render service to the Handloom goods in the open bazaars. It was registered under the Tamil Nadu Society Registration Act on 17-4-1974 under Section 532 with 261 members and started its work on 26.4.74 The area of operation of the society is confined to Salem Municipal ward numbers 21, 22, 24 and 30 and the then area operation shall be confirmed to all Divisions of the Salem Corporation.

At the time of starting the society, the value of each share was at the minimum of Rs. 10/-. But, due to the increase in the cost of raw materials and other items was raised to Rs. 1000/- year after year it has grown on its
own strength and the total number of members is 469 weavers. The society had collected a sum of Rs. 29 lakhs towards the share capital. From 1974-, the administration of the society was governed by the Board of Directors led by the president. The Board consists of one President, one A vice-President and 7 Directors, who were all elected by the ‘A’ class shareholders. The President and Vice President were elected from the Board of Directors. The society had 2 types of shareholders, namely ‘A’ class shareholders and ‘B’ class shareholders. The ‘A’ class shareholders should be at least 18 years old, while ‘B’ class shareholders were below 18 years old. The share membership fee was equal. But only ‘A’ class shareholders had voting powers Mr. A.R.Sundaragopal was the first President of the society from 1974-75.

On 1.6.1974 the Board of directors of the society was superseded and the administration of the society was taken over by the government. The Government deputed special officers from the department of Handloom and Textiles to look after the administration of the society. The Board of Directors was elected to look after the administration of the society along with a Government Officer in the Cadre of Assistant Director of Handlooms and Textiles as secretary.
Godown:

There is 1 godown for stocking the finished goods of the society.

Finance is the life-blood to run any business smoothly. As far as the handloom Industry is concerned to overcome problems such as, shortage of raw material, inadequate finance problems in marketing of finished goods etc., the Government of India decided to help the weavers co-operative societies to get financial assistance from the Reserve Bank of India through Central Co-operative Banks. The Reserve Bank of India introduced as scheme in the year 1956 and it was implemented form the year 1957-58 onwards. According to the scheme the Reserve Bank of India provides finance facilities to state Co-operative Banks for financing the procurement and the marketing of cloth by Apex Weavers Co-operative Societies. It also provides funds on behalf of the Central Co-operative Bank to finance the production and marketing activities of primary weavers co-operative society. Reserve Bank of India also gives refinance assistance on Government guarantee to those societies which are carrying on sales and production. This loan is given for only one year that is from 1st April to 31st March. Under this scheme financial accommodation has been provided to State Co-operative Bank at 11 1/2% below bank interest ration the rate of interest at present in 2 1/2 % below the bank rate that is 7 1/2% with effect from 1.3.78.
An interest subsidy of finance is provided by the Government of India at present in respect of finance provided to Handlooms.

**NABARD CASH CREDIT FOR HANDLOOM**

This society is getting financial assistance up to 40% of the value of the anticipated production during the year provided sales during the previous years to 1984 were 60% of production, where sales are less than the limit for the year will be reduced proportionately. This society is paying interest every 3 months. Actually the interest on this loan is 101/2% and the Government of India sanction 3% as subsidy. NABARD hand sanctioned Rs.1.43 cores towards cash credit for Handlooms.

During slack season, the sales are less and the primary societies can be sanctioned additional limit against pledge or hypothecation of finished goods or against bills payable by Apex Society. For this society credit limit for procurement and market in of cloth at half of the anticipated sales during the year is fixed. The limit may be sanctioned against pledge of goods with a margin of 10%.

At first, the key system was followed by the Central Co-operative Bank. During slack season the Central Co-operative Bank used to sanction loan only after taking the stock in the godown under its custody. Whenever the stock has to be taken up for sales then the societies have to approach the
Central co-operative Bank and get the key for that year. If the loan is neutralized by paying interest then the Central Co-operative Bank will return the key to the Society. This system was known as the “Key system”. Now a days this system is not adopted, but Hypothecation Loan is given. Hypothecation loan for this society is approximately Rs.50 lakhs.

To promote sales during the time of festivals such at Diwali, Pongal and some other special occasions the society will allow rebate for its goods to attract the consumers. 20% and 15% rebate will given for retail and wholesale respectively. The period of rebate will be fixed by the State Government. The society collects all rebate bills and statements form the concerned branches and agent s within the due date and then rebate claims are sent to the Government through Assistant Director of Handloom and Textiles. The society get a certificate from the Assistant Director of Handloom and Textile Salem for the rebate outstanding amount, surrenders the certificate in the Salem Central Co-operative Bank and avails 75% of the Total value of the certificate as loan. The time duration for repaying the above rebate loan is 6 months from the loan sanctioned dated.

This society also sends its goods to the Co-optex warehouses according to the varieties and quantity required by them. Previously the society used to send the goods to the Co-optex selling unit directly. But
from 1986 to avoid some administrative problems the society is sending its
goods to Co-optex warehouses as per the instructions given by the Co-optex
head office in Chennai. In total, there were 22 warehouses of cooptex
functioning in TamilNadu. These warehouses were started to acknowledge
the amount of goods supplied by the society to their Hand office, madras.
From the year 1985-86 the Co-optex Head office and surrenders the same in
Salem Central Co-operative bank, Salem and avails 90% of the total amount
of certificate as repaying loan. The time duration for the above Co-optex
Loan is 6 months from the Loan Sanctioned date.

Any constraint in the supply of the above mentioned raw materials
would arrest the smooth running of the society. It should supply all the raw
materials to the weavers without any interruption. As soon as they return the
piece after weaving they to be supplied with required raw material for next
warp. They earning of a weaver per week is just sufficient sustain him and
his family cannot afford to be free from work even for a single day. Any
delay in supplying of raw material will ultimately force him to approach a
master weaver for further work. Anyhow this society supplies raw materials
for next warp according to the variety woven as and when a weaver returns
the finished product of the previous warp. In order to keep the looms
running the society should procure the require raw material well in advance
and keep it ready after processing for supplying to the weavers. The society procures yarn from the Tamil Nadu silk producers cooperative society. It is shortly known as “TANSILK” It is undertaken by Govt of Tamil Nadu.

Pure Zari is being allotted by centralized purchase committee in Chennai. The committee fixes the price, supply limit and quality. It is chaired by the director of handloom and textiles in Chennai.

Pure Gold Zari is also being used in a few varieties of Dhoties for boarders. The society consumes nearly 50 kgs of pure zari per month and it is purchased from private merchants. Mostly the society purchased Zari from Surat merchants and sometimes is also purchased from Kancheepuram.

The following are address of the parties supplying Zari to the society.

1. Nandhubai Bahavandhas Jariwala.
2. Zariwala chakkanlal Sons Co
3. Sri Lakshmi Zari and Co
4. Balan Sanjay and C
5. K.N.Narayana rao & sons.
7. K.R.C. Perumal chetty & sons.
8. Meera Gold lace & co.
TYPES OF LOOMS IN THE SOCIETY

1. Pit Loom

This Pit Loom is an immovable handloom used for weaving by the weavers. Treadles are placed in a pit.

2. Raised Pit Loom

This Raised Pit Loom is also an immovable handloom. A stage is built over the floor for the weaver to be seated. This loom is having all other features of the pit loom.

PRODUCTION AND MARKETING

METHODS OF PRODUCTION

The Society produces Pure Silk Dhothies, Angavastharams & Shirtings pieces only. The pure Silk and Jari Dhothies, Angavarthams & Shirtings of white Varities of the Society have earned a name all over India. The society provides continuous work to its members throught the year, irrespective of the fluctuation in the Handloom market. Now the society produces only 3 varieties of fabrics. As the society produces quality fabrics it gets average profit every year. Its monthly average production comes to around Rs. 20 Lakhs.
The society is having a white yarn section and a colour yarn section. White yarn section is the main section which procures new raw materials count wise whenever required for the production of different varieties.

The grey yarn section sends different counts of yarn to the dye house for the dyeing of different colours according to the requirement of colour yarn section. After dyeing, the grey section will issue the dyed yarn to the colour yarn section.

The colour yarn section keeps all the materials as count and colour wise varieties for easy distribution. This section issues all the yarn that is warp, weft, extra at weft etc required for producing a particular variety of fabric to the weavers.

The society also calculated the basis of total yarn consumption. The society pays wages for the entire warp at the time of issuing, yarn for a new warp. New warp is issued when the weaver returns ¾ of the goods produced with the previous warp. This type of paying advance wages is practiced in this society only.

During slack seasons (due to heavy stock of some varieties) the society will issue yarn with 1 or 2 days delay. But this Society will try to issue the yarn as early as possible immediately after returning the previous
warp goods. The society produces varieties of silk dhothies, upper cloths, and shirting piece

**PRODUCTION PARTICULARS**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Warp Count</th>
<th>Weft Count</th>
<th>Variety</th>
<th>Breath</th>
<th>Length in Yards</th>
<th>Read Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>41X6000</td>
<td>18/20</td>
<td>Pure Silk Dhothi</td>
<td>1.27</td>
<td>41 Yds</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>44X4500</td>
<td>18/20</td>
<td>Vastharam</td>
<td>0.87</td>
<td>44 Yds</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>44X5000</td>
<td>18/20</td>
<td>Shirtings</td>
<td>1.17</td>
<td>44 Yds</td>
<td>100</td>
</tr>
</tbody>
</table>
**AVERAGE PRODUCTION PER MONTH**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Variety</th>
<th>Length per Unit in Yds.</th>
<th>No. of Looms engaged</th>
<th>Average Production per month in units</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Pure silk</td>
<td>4 yds.</td>
<td>366</td>
<td>1300</td>
</tr>
<tr>
<td></td>
<td>Dhothi</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Pure Silk</td>
<td>2 1/4 yds</td>
<td>29</td>
<td>225</td>
</tr>
<tr>
<td></td>
<td>Vastharam</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Pure Silk</td>
<td>13 Yds.</td>
<td>38</td>
<td>65</td>
</tr>
<tr>
<td></td>
<td>Shirtings</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**MARKETING**

In order to provide continuous employment to labourers it is necessary to market the finished goods produced by any mill or industry as early as possible without any stock. It is very obvious that the handloom goods have stiffer competition than mill and power loom goods as far as price and quality are concerned. So, it is the duty of the management to adopt more techniques of marketing to exploit the marketing in time. Producing quality goods at competitive rates alone will not help to keep the industry alive. It is equally important to concentrate on the marketing side
to help the Industry alive. It is equally important to concentrate on the marketing side to help the Industry run. The society adopts the following methods to market its goods.

1. Supply to Co-optex
2. Supply to Handloom house
3. Opening of Retail sales depots at various spaces
4. Employment of sales Agents at different places of the country.
5. Consignment Sales depots with another W.co.op. societies.

**CO-OPTEX SALES UNITS**

This society supplies the finished products to Co-optex warehouses according to their requirement with a profit of 12 ½ %. There are 22 warehouses functioning in Tamil Nadu under the Co-optex.

**HANDLOOM HOUSE**

This society supplies finished goods to all India Handloom Fabrics Markeing Co-operative Society Ltd., according to their procurement with a profit of 14%
RETAIL SALES DEPOTS

The society has also opened retail sales depots at the following places for marketing its products.

1. Head office Ilnd Agrharam, Salem
2. Coptex Ground Egmore Madras.
3. Loom World Kovai,
4. Loom World Erode.
5. Dharmapuri Marketing Complex.

In addition to these sales depots there are one sales godowns at Head Office. In addition, the society has appointed as many as 8 agents & 44 Cirginment Agents on commission basis in different places in the state to sell the goods on behalf of the society.

SALES AGENCIES

This society also employed sales agents to improve marketing in Tamil Nadu as well as in other states. It gives 5% commission to these sales agents on the basis of sales. There are sales agents at.

1. Madurai
2. Kanchipuram

4. Pudukottai.

5. Pattu Kottai

6. Tanjore

7. Erode.

8. Dindukkal.

CONSIGNMENT AGENTS

1. Arni Annai Anjugam Handloom weaver’s co-operative society.

2. Thirubuwanam Cholan Lilk HWCS.

3. Rasipuram Silk HWCS.

4. Vadaseri Peiarasingam HWCS.

As the quality of materials delivered by the society is quite good, the production and sales increased considerably every year. The average monthly production rose up to 15 lakhs from 1994. All the goods produced by the society are sold by three sources. First, through the sales depots opened at 16 places. Second, through Co-optex selling units. Third, through wholesale Godowns to merchants.
20% of the finished goods produced by the society are supplied to Cooptex selling units, according to the specification and special orders of the society. The society undertake the orders and change over the designs and patterns in production to meet varying tastes of the customers. Normally, the society sells the goods with 15% to 20% profit in Godwans and other places, but it sells the goods to Co-optex with only 12½ profit.

WELFARE SCHEMES TO THE WEAVERS

HANDLOOM WEAVERS SAVINGS SECURITY SYSTEMS

This system is implanted for the safety and security of the hand-loom weavers and also provide incentive to them.

ELIGIBILITY AND CONDITIONS

1. He must be weaving continuously, at least for one year in a cooperative weaving society.

2. He must have contributed share capital of at least Rs. 100.

3. He should not be defaulter for more than 6 months in the contribution for the savings scheme.
BENEFITS

1. Weavers should contribute 8 paise per rupee as the subscription. The central and state government contributes 4 paise each against the member's subscription. The state government gives 7% interest on the amount subscribed.

2. In case any weaver dies before the age of 60, the government gives Rs. 50,000 to the nominee or the heirs of the deceased and the co-optex gives Rs. 15,000 and a total of Rs. 65,000 is paid.

3. In case a weaver retires from the scheme before the age of 60, the total contribution made by the member and the contribution made by central and state government and the interest accrued thereon are paid to him.

4. Weavers can obtain advances for medical treatment, marriage expenses, housing development, as eligible in his case, can be taken.

5. Weavers, who participated in the scheme after the age of 60, can join aged retirement scheme and are eligible to receive by way of retirement benefit of Rs. 200 and till their lifetime.
FAMILY PENSION

This scheme is introduced to safeguard the family members from poverty in cases of members of this co-operative society, who die before attaining the age of 60.

ELIGIBILITY AND CONDITIONS

1. Any member who wants to join under the scheme should have been a member for at least 2 years at the time of application.
2. He should have been member in the saving and other security schemes.
3. He should not have completed 60 years.
4. He should not be suffering from any genetic or dangerous diseases. Generally he must be healthy.
5. He should not have been a defaulter for more than 6 months in paying subscription of savings under other welfare schemes.

BENEFITS

If a member of the scheme dies before the age of 60, his family is paid rs. 250/- per month up to a period of 10 years from the date of his death.
WEAVERS OLD AGE-PENSION

A weaver on account of his age being more than 60 would not be able to continue to do weaving work. A scheme for paying retirement benefit in those cases is implemented.

ELIGIBILITY AND CONDITIONS

1. A weaver who wants to join under the scheme should have been a member continuously for 2 years.

2. As per rules of the society he should have completed 60 years.

3. He should have been a shareholder in the saving security scheme.

4. He should not be a defaulter in paying subscription for more than 6 months.

5. Even after retirement he is at liberty to continue to carry on his weaving.

Eligible member of this scheme can receive rs. 200/- from the date of the eligibility until his lifetime.

WEAVERS HEALTH PACKAGE

Weavers welfare scheme is implemented to safeguard against ill-ness, diseases, and also to help them to lead a healthy life.
ELIGIBILITY AND CONDITIONS

1. He should have been a member at least for one year in a weaving co-operative society.

2. He should be continuing to weave in a weavers co-operative society

BENEFITS

1. He is given a reimbursement of Rs. 1,500/- for diseases like asthma and tuberculosis.

2. At the end of every 5th year, Rs.40 is provided for eye-test, Rs. 150 is provided for purchase of spectacles.

3. Maternity benefits of Rs. 500 is given to woman weaver or to other women of her family up to 2 children.

4. For purposes of family planning operation, 100/- is given to a male member below 50 years and to a female member below 45 years.

5. A minimum of Rs. 35,000 is spent for digging open well or bore well and protected water facilities are provided in places where a minimum of 50 weaver families reside.

6. The government gives a grant of Rs. 1,00,000 to the weaver co-operative society for purposes of establishing primary health centers in places where a minimum of 150 weavers families live.
HOUSE CUM WORK-SHED

A scheme for building houses for weavers with facilities for weaving is being implemented to safeguard the welfare of the weavers and to provide for the basic facilities, the above scheme is drawn.

ELIGIBILITY AND CONDITIONS

1. He should be a member of the society and also continue to work as a weavers

2 (I) Generally he should possess and own at least 400 square feet of and in his name.

   (II) For purpose of apartment-tenements, the members should have joined and formed an association and land should have been purchased in the name of the society. The selected land should have been submitted for approval to municipality of panchayat union. 

   (III) The members should have earnings at least 50% from the weaving work.

   (IV) The member should have subscribed for the share capital of the society.
DETAILS FOR FINANCIAL ASSISTANCE

<table>
<thead>
<tr>
<th>S.no.</th>
<th>Details</th>
<th>Village area</th>
<th>Urban area</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Hudco loan</td>
<td>40,000</td>
<td>40,000</td>
</tr>
<tr>
<td>2.</td>
<td>Central government grant</td>
<td>18,000</td>
<td>20,000</td>
</tr>
<tr>
<td>3.</td>
<td>State government grant</td>
<td>7,000</td>
<td>7,000</td>
</tr>
<tr>
<td>4.</td>
<td>Member weaver scheme</td>
<td>3,000</td>
<td>5,000</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>68,000</td>
<td>72,000</td>
</tr>
</tbody>
</table>

1. Rate of interest payable to hudco is 10%
2. Repayment period – 14 years'

WORK-SHED

scheme for building handloom weaving sheds under the scheme to benefit handloom weavers. Weavers who already have own-houses are given grants for building weaving work shed.

ELIGIBILITY AND CONDITIONS

1. He should be a continuing member in the weaver co-operative society.
2. He should own a plot sufficient for building both house and weaving shed.

3. He should have subscribed share capital for the scheme.

<table>
<thead>
<tr>
<th>S.no.</th>
<th>Details</th>
<th>Village area</th>
<th>Urban area</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Government grant</td>
<td>7,000</td>
<td>10,000</td>
</tr>
<tr>
<td>2.</td>
<td>Benficiary-weaver’s share capital</td>
<td>2,000</td>
<td>4,000</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>9,000</td>
<td>14,000</td>
</tr>
</tbody>
</table>

The entire amount is given as grant.

DR.M.G.R. CHARITY SCHEME FOR EDUCATIONAL AID

The government helps with educational grant provided by the Dr.M.G.R. charity to the sons or daughters of weaver members who have secured higher marks in 10th / 12th standard.
# DETAILS FOR EDUCATIONAL AID (PER YEAR IN RS.)

**Under Dr. M.G.R CHARITY TRUST**

<table>
<thead>
<tr>
<th>S.no</th>
<th>Nature of course</th>
<th>Qualification</th>
<th>Male</th>
<th>Female</th>
<th>Years</th>
<th>Scholarship</th>
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</thead>
<tbody>
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<td>1.</td>
<td>M.B.B.S</td>
<td>+2</td>
<td>1</td>
<td>1</td>
<td>5</td>
<td>3,000</td>
</tr>
<tr>
<td>2.</td>
<td>B.E.</td>
<td>+2</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>3,000</td>
</tr>
<tr>
<td>3.</td>
<td>B.V.Sc.</td>
<td>+2</td>
<td>1</td>
<td>1</td>
<td>5</td>
<td>3,000</td>
</tr>
<tr>
<td>4.</td>
<td>Agriculture/</td>
<td>+2</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>2,500</td>
</tr>
<tr>
<td></td>
<td>Horticultural</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>B.Pharm</td>
<td>+2</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>2,500</td>
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<tr>
<td>6.</td>
<td>B.Sc</td>
<td>+2</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>2,000</td>
</tr>
<tr>
<td></td>
<td>(nursing)</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>7.</td>
<td>P.G. degree M.A.</td>
<td>P.g.deg</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>3,000</td>
</tr>
<tr>
<td></td>
<td>M.Sc.</td>
<td>P.g.deg</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>3,000</td>
</tr>
<tr>
<td></td>
<td>M.Com</td>
<td>P.g.deg</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>3,000</td>
</tr>
<tr>
<td></td>
<td>M.B.A.</td>
<td>P.g.deg</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>3,000</td>
</tr>
<tr>
<td></td>
<td>M.C.A.</td>
<td>P.g.deg</td>
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<td>1</td>
<td>2</td>
<td>3,000</td>
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<tr>
<td></td>
<td></td>
<td>P.g.deg</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>P.g.deg</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>P.g.deg</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td>U.G. degree</td>
<td>+2</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>2,000</td>
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<tr>
<td>---</td>
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</tr>
<tr>
<td></td>
<td>B.A.</td>
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<td>1</td>
<td>3</td>
<td>2,000</td>
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<tr>
<td></td>
<td>B.Sc.</td>
<td>+2</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>2,000</td>
</tr>
<tr>
<td></td>
<td>B.com</td>
<td>+2</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>2,000</td>
</tr>
<tr>
<td></td>
<td>B.B.A.</td>
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<td>1</td>
<td>1</td>
<td>3</td>
<td>2,000</td>
</tr>
<tr>
<td></td>
<td>B.Sc. (computer)</td>
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<td>1</td>
<td>1</td>
<td>3</td>
<td>2,000</td>
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<tr>
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<td>Highest marks in +2</td>
<td>+2</td>
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<td>1</td>
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<td></td>
<td>Highest marks in 10th</td>
<td>10</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1,500</td>
</tr>
</tbody>
</table>

It is necessary to obtain a certificate from deputy/asst. Director before applying for the scholarship as above.

**I.I.H.T.SCHOLARSHIP FOR DEGREE COURSE**

The children of handloom weavers are given priority in the admission to Indian Institute of Handloom Technology in Salem for the degree course of 3 years in handloom technology. A scholarship of Rs. 400/- per month in the first year is given to the students admitted, Rs. 450/- per student in the second year, and Rs. 500/- per month in the third year. Further Rs. 60/- is
given for purposes of purchase of books. A sum of Rs 200/- is given to students in the second year for educational tour.

NATIONAL DESIGNING CENTRE – VOCATIONAL EDUCATION

Considering the economical situation, and the whims and tastes of consumers, latest design large-scale utilisation of computers, cutting and tailoring; vigorous training is given by the national institute of design in chennai. From this year onwards 360 children of weavers families are to be admitted without any fees or cost.

PRIZE SCHEME FOR BEST OF WEAVERS

To encourage the weavers who are able to provid better designs this scheme is awarding prizes to them.

1. Rs. 5,000/- is given to the first prized design, Rs. 3,000/- is given as second prize and Rs. 2,000/- is given as the thrid prize. The best design is selected by a selection committed.

2. By this prize scheme new designs are encouraged to be produced for export of cloth.
ELIGIBILITY AND CONDITIONS

1. He should be a continuing working member of the weavers co-operative society.

2. The handloom cloth produced should be of better quality, fast dyes.

3. The following varieties are selected.

   (A) Cotton varieties
   (B) Silk varieties
   (C) Household varieties
   (D) Multi purpose varieties
   (E) Cloth useful for men and women.

4. To become eligible for the award of best design, the sample of new design of both cotton and silk should be sent through the society to the selection committee.

Development schemes

Rebate scheme

In order to help weavers co-operative society to compete with the cloth produced by the spinning mills a rebate is given on the sales of handloom cloth.
**Benefits**

1. A 20% rebate is given by the government for the sale of cloth and silk for the given year.

2. Since, handloom cloth is getting sold immediately, better work is created and increased work opportunity is made for the handloom weavers.

**Free distribution scheme**

The government has implanted the scheme to distribute free of cost dhoties and sarees to poor people. In this way, the scheme helps to provide continuous employment and work to handloom weavers.

**Benefits**

1. To celebrate pongal festival the government gives free dhoties and sarees to landless agricultural laborers, urban poor people and poor fishermen, and their women.

2. Weavers cooperative society has an opportunity to provide continuous work to its members and also to make reasonable profit under this free distribution scheme.
3. Under the free distribution scheme a defunct or inactive weavers co-operative society is given additional lease of life by involving them in the production of dhoties and sarees, which are distributed free.

**Free uniform scheme.**

Under the scheme once every year free school uniforms are distributed to the children of the weaving member of the society.

**Benefits**

1. Students studying in the first to eighth standards and coming under midday meals scheme are given a pair for of school uniform every year.

2. The weavers handloom society is benefited by the free uniform scheme by continuous employment and work to its members, to increase the production and also earn a reasonable profit.

3. By involving defunct or inactive weavers societies in the production of cloth, under free distribution scheme a new lease of life is provided to them.
Showroom modernisation scheme

Under the scheme, financial assistance in the form of grant is given to weavers co-operative society for purposes of modernizing showroom and also for improving and extending the showroom. Government gives a maximum of Rs. 5,00,000 for each of the showrooms.

Project package scheme

This scheme helps to solve the problems faced by handloom weavers and also to fulfill their needs and also to help them in raising their standard of living.

Eligibility and conditions

1. The society must be an active one.

2. They should be members in a weavers society and membership should be a continuous one.
Details for financial assistance

<table>
<thead>
<tr>
<th>S.no</th>
<th>Details</th>
<th>Grant</th>
<th>Loan</th>
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<tbody>
<tr>
<td>1.</td>
<td>Initial subscription</td>
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<tr>
<td>2.</td>
<td>Initial subscription (for destitute weavers)</td>
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<td>3.</td>
<td>Weaving work shed (own house or own plots)</td>
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<td>4.</td>
<td>Electrification of work shed</td>
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<tr>
<td>5.</td>
<td>Training</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Looms- parts</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>A) Atchu or viludhu</td>
<td>2,000</td>
<td>--</td>
<td>2,000</td>
</tr>
<tr>
<td></td>
<td>B) Dobby</td>
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<td>2,000</td>
</tr>
<tr>
<td></td>
<td>C) Jackard</td>
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<td>7.</td>
<td>New designing</td>
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<td>8.</td>
<td>Advertisement</td>
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<td>9.</td>
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<tr>
<td>11.</td>
<td>Looms</td>
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<td></td>
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<tr>
<td></td>
<td>A) Ordinary loom</td>
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</table>
This welfare project is being implemented with the help of the government.

**Prize scheme for the best of exporters**

To encourage the export handloom cloth this scheme gives certificates and moments to weavers society and also to private producers every year.

**Interest subsidy cash loan**

A subsidy for interest payable by weavers co-operative society at 3% is given. By this grant the weavers co-operatives are helped in paying interest for the loans they have taken.
**Weavers welfare – other functions**

**Handloom allocation act 1985**

The central government has allocated 11 varieties to handloom weaving industry. Other sectors cannot produce these varieties.

**Varieties**

Saree, dhoties, towel, lungi, bed-sheet, carpet, dress material, blankets, woolen twee, and shattar.

To supervise and to ensure that the above said varieties are not manufactured in power-loom sector, government has appointed an Enforcement wing. The enforcement wing functions from its head quartos at chennai and branches at salem, thiruchengodu, erode, thriupur, and madurai, legal action would be immediately taken against power-loom weavers on the receipt of complaints that they are producing the 11 varieties allotted to handloom sector.

**Information service to power-loom sector**

An information memorandum is prepared for the particulars of power loom owners. The power-loom owners should pay an application fee of Rs.
1,000 irrespective of the power-looms owned by them. The application should be submitted to the director of handlooms. The director of handlooms distributes information to the power-loom owners. Further, the director of handlooms, records information and issues a memo to the power-loom owners. Further, only such of those weavers who are give memo can be admitted as members in the power-loom co-operative society. Moreover, this memo helps them to be recognized by the government as power-loom weavers.