

SCHEMES & PROGRAMMES IN HANDLOOM SECTOR

Odisha, the land famous for its rich heritage and artistic culture has tradition of its Handloom products specially known as Ikat fabrics. The skill knowledge imbibed over the generation, has given the hand woven textile unparalleled depth, range, strength & vigor and reflecting the essential traditional way of life with expression of their unparalleled craftsmanship. Handloom Sector occupies an pivotal place in preserving the country's heritage & culture and plays a vital role in the economy of the country socio-economic upliftment of the weavers, various developmental and welfare schemes are being implemented by Government.

In census 2009, total weaver population was enumerated as 1,92,339 49,022 weavers engaged in weaving and 54,136 engaged in allied active relating to preparatory, tassar reeling, spinning, processing, etc.

SCHEMES & PROGRAMMES UNDER IMPLEMENTATION:

Promotion of Handloom Industries: Under the scheme various activities like infrastructure development, cap building of weavers, technological intervention and marketing promotion programmes are being taken up including "Special Package for Hand Weavers" announced by Hon'ble Chief Minister for welfare of weave detailed below.

Assistance for Workshed-cum-Housing : Assistance is being extended to needy weavers for construction of house-cum-work-shed to have a congenial environment to work round the year safe guard their belongings from natural calamities. The poor weaver covered under BPL, are also provided with assistance under Mock programme for construction of work-shed cum-housing through convergence with Panchayat Raj Dept.

Supply of Solar Lanterns to weavers: Under Hon'ble Chief Minister's Special package announced for weavers, each weaver family is to be supplied with solar lantern to enable them to work conveniently in low voltage/ frequent power cut period, so that weaver's working hour income from weaving not be affected.

Health Insurance Scheme: (HIS) The Health Insurance Scheme is one of the popular welfare scheme handloom weavers implemented in collaboration with ICICI Lombard General Insurance Company Ltd. to provide a part of premium for extending health insurance benefits to all weavers and allied workers. A beneficiary after enrolment under the scheme use to get cash-less benefit of medical treatment for four members of family (self, spouse & two children) in any tie-up hospitals/ nursing homes for both OPO & IPO. Besides, the beneficiaries use to get back the cost of medical treatment done outside the tie-up hospitals by submitting claims to the insurance company.

Mahatma Gandhi Bunakar Bima Yojana (MGBBY) : Mahatma Gandhi Bunakar Bima Yojana is very popular welfare schemes implemented in collaboration with Life Insurance Corporation of India to provide weaver's share of premium for extending life insurance benefits to targeted nos. of weavers and allied workers. A beneficiary after enrolment under the scheme use to get insurance coverage on normal/ accidental death/total or partial disability along with scholarship of his/ her children (maximum 2 reading in class IX to XII&. ITI).

Old Age Pension to weavers: The weaver above age of 60 years engaged in handloom sector and not covered under any pension scheme can be covered under Madhu Babu Pension Yojana through convergence with W&CD Dept.

Raw Material Bank - The programme has the objective to establish/ strengthen the Raw Material Banks in Handloom clusters to procure quality raw material and essential accessories of good quality from genuine producers/suppliers/manufacturers and make available at competitive/ cheaper price to the weavers and other related organisations engaged in production of handloom fabrics.

Self Employment Programme (SEP): To provide regular and sustainable employment in maintaining the livelihood of the weavers as well as to develop their economical status, skill up-gradation training in Weaving, Tie- Dye making, Designing & Dyeing are being provided at their door step by engaging master trainers for producing qualitative and value added products as per the demands of the consumers both in domestic and outside market.

10% Onetime Rebate on sale of Handloom Cloth : The scheme has been introduced from 2010-11 to help the handloom sector in marketing of handloom products and reduction of accumulated stock by allowing 10% rebate to the handloom agencies on sale of handloom products during festive occasions in order to allow the weavers for getting continuous work.

Integrated Handloom Development Scheme : The scheme focuses on formation of weavers as a visible entity so that the groups become self sustainable. Clusters having 300-500 looms are taken up for implementation of the project over a period of 3 years with financial assistance up to Rs 60.00 lakh for taking up different need based programmes in an integrated manner. Weavers not covered under Clusters due to geographical limitations are also benefited under Group Approach. The groups are normally of 10 weavers and more in the form of SHG, Primary Weavers Co-Operative Societies and other independent / individual weavers.

Marketing Incentive : Assistance @ 10% on the average sale value of last 3 years is admissible to Handloom agencies like Apex and Primary Cooperatives for creating conducive environments for better marketing so that the weavers can get continuous work.

Marketing & Export Promotion Scheme : Organization/ participation of exhibitions, melas, setting up of marketing complexes and urban heats, publicity and awareness on brand development to promote the marketing of handloom products are the major components under marketing promotion programme. Under the scheme, assistance is provided for development of exportable products, adequate publicity and international marketing by way of participating in international exhibitions and buyer-seller meets.

Revival, Reform and Restructuring Package for Handloom Sector : Components under the scheme implemented under CSP are i) Waiver of Overdue Loan in case of individual weavers, ii) Issuance of Weavers Credit Card with Govt. guarantee and interest subvention and iii) Recapitalization of PWCS/ Apex WCS.

Mill Gate Price Subsidy Scheme (10% Price Subsidy on Hank yarn): 10 % Price subsidy is being allowed on Hank yarn used in handloom sector implemented through JHDC with a view to provide raw materials at a cheaper price to weavers/ organisations.