

## **X. Guidelines for Facilitation, IT, Awareness, Market Development and Publicity for Powerloom Schemes**

### **1.0 Background**

The decentralized powerloom sector is one of the most important segments of the Textile Industry in terms of fabric production and employment generation.

With integration of the market under WTO agreement, the Powerloom Sector is facing several challenges. In addition to retaining its domestic market share in view of the stiff competition offered by the organized mill sector, it has to extend its share in the international market also. To augment the domestic production and marketing as well as export by powerloom weavers, Integrated Scheme has been implemented since 2007-08 with objective for modernization of powerloom sector, exposure visits, buyer-seller meets, cluster development activities, development/ upgradation of the skills etc.

In view of above, it is most essential to create awareness on unique and distinctive features and products of incentive schemes launched by the Govt. of India. It also seeks to highlight the role of the Central Government in facilitating development process through appropriate strategies. Another vital objective of the Scheme is to digitization of implementation process of all incentive schemes launched by the Govt. of India.

### **1.1 Objectives**

- a) To give wide publicity, including event based publicity etc. through electronic, print, film media, multimedia, to the Powerloom schemes, programmes being run by the Office of Textile Commissioner, Mumbai (OTxC).
- b) To create an enabling environment for publicity
- c) To disseminate information about the modalities and benefits of schemes, programmes being run by OTxC, Mumbai.
- d) To promote awareness and to trigger the developmental mode of decentralised powerloom sector.
- e) To encourage volunteer action for ensuring effective implementation of schemes, programmes being run by the OTxC, Mumbai.
- f) To extend financial support for National & International events organized by OTxC, Mumbai

### **2.0 Period of Operation of the Scheme**

The period of operation of the scheme will be from 1<sup>st</sup> April, 2017 to 31<sup>st</sup> March, 2020.

### 3.0 Components of Facilitation Services and IT:

#### (a) Facilitation Services:

- **Help – line:** A dedicated toll free **Help-line (1800 22 2017)** has been setup to provide necessary help/guidance/information to the Powerloom weavers by making toll free call.
- **Registration Facility for Powerloom weavers and units with the PSCs:** There would be a system to register the Powerloom weavers and Powerloom units at the Powerloom Service Centers so that the PSCs can reach out to these weavers and units to disseminate the information on the Government Schemes. The interface will also enable the weavers and the units to understand the facilities available with PSCs and so as to avail the benefits.
- **SMS alerts:** A system will be developed so as provide SMS alerts to Powerloom weavers on new developments/initiatives on Powerloom related subjects.
- **Bank Assistance:** The services of the lead bank and the major banks in the Powerloom clusters will be facilitated through with the Powerloom Service Centers so that necessary assistance can be extended to the Powerloom weavers and the Powerloom units to avail credit facilities and MUDRA loans from the Banks.
- **Entrepreneur Cell:** An Entrepreneur Cell will be created in each Powerloom Service Centers to disseminate information on the various Govt. Schemes.
- **Design and Technical Advancement:** The PSCs will provide designing facilities and requisite technical training, suitably structured for the Power loom weavers.
- **Any other facilitation services.**

#### (b) IT- Development of online-portal / mobile application in respect of schemes implemented by GOI.

Development of online-portal play a vital role in providing an easy and single point access to information about the various developmental schemes implemented by the Government of India and their various aspects including eligible beneficiaries, types of benefits, scheme details etc.

Mobile apps further provide a much faster alternative, as it only takes a second to launch a mobile app because the majority of the information is stored in the application itself making it possible to function offline. This helps build loyalty with the end users facilitating in connecting with the information. The advantages of a mobile application is to seamlessly connect and interact with end-users, making it a valuable tool for accessing the schemes implemented by the GOI, consequently reducing staff workload by information requests and phone calls.

#### **4.0 Awareness and Market Development Programmes:**

- (i) Seminars/ Workshops:** To create awareness about Government schemes, disseminate the information about new technology/services for the benefits of Powerloom weavers/workers, Workshops/seminars/awareness programme are conducted by Regional Offices, Powerloom Service Centres of the office of Textile Commissioner as well as other organizations like Powerloom Development and Export Promotion Councils, TRAs etc.
  
- (ii) Buyer Seller Meets:** The market development activities like Exhibition/Fair and Buyer-Sellers Meets are conducted for serving the needs of the powerloom weavers for marketing their products in national and international level.

Under this Scheme, financial assistance are given for organizing exhibitions, infrastructure support, stall rent, stall furnishing, electricity charges, publicity, back up services and administrative expenses.

- (iii) International events like Reverse Buyer Seller Meets:**

International events like Reverse Buyer Seller Meet are conducted in India in association with PDEXCIL by inviting potential Buyers & Importers from foreign countries. In such events, leading Indian companies exhibit/ showcase the latest range of Powerloom-fabrics, Made-ups, and Home-textiles viz. Shirting, Suiting, Sarees, Dress materials, Denim, Bed-linen, Kitchen-linen, Bath-Linen, Living & Dining-linen & Technical Textiles etc. before the visiting foreign buyers, to enable participating members to develop / expand their export trade. Thus, the visiting buyers have a unique opportunity to see the latest products of leading textile companies under one roof, interact with the senior representatives of participating companies and conclude profitable business deals.

- (iv) E-platform for marketing of Powerloom products:**

Promotion of marketing of powerloom products through e-commerce is one of the priorities of Ministry of Textiles. In order to promote e-marketing of powerloom products in a transparent, competitive and effective manner, Office of the Textile Commissioner under Ministry of Textiles will avail the services

of any willing e-commerce platform with good track record for participation in online marketing of powerloom products.

**(v) Exposure visit of Weavers:**

The exposure visits of powerloom weavers/ entrepreneurs are organized with a view to understand better technology, product etc. The powerloom weavers/entrepreneurs from clusters with low level of technology are required to be exposed to the developed clusters having better technology/manufacturing, in order to motivate them to adopt technology and diversify the products.

Financial assistance @ Rs.5000 towards incidental expenses and to & fro train fare restricted to Sleeper-Class fare for each weaver is provided by GOI.

**(vi) Conducting Studies, Survey & Evaluation Programmes/ Schemes on special needs:**

The results of analytical studies and surveys help in designing appropriate strategies and measures of intervention by the Government, by itself or in public private partnership mode, to assist and enable the Powerloom Weavers in facing the challenges and availing of the opportunities with a view to enhancing their efficiency and competitiveness and also expanding generation of sustainable employment. The inferences drawn from these studies will help suggest changes to the schemes so that they fulfil their objectives.

Monitoring / evaluation of the schemes helps to obtain feedback on- (i) its performance (ii) how resources have been spent (iii) creditability on continuance of the schemes. Further, evaluation of schemes helps to address problematic issues viz. (i) Strengths and Weaknesses of the project implemented (ii) Implementation problems (iii) Success and failure indicators and (iv) the good practice issues.

**(vi) Any other awareness and Market Development Programmes.**

For eg. through print media, electronic media, hoardings, mobile-publicity van, adopting different ICT modes for creating maximum awareness.

**5.0 Publicity in Electronic and Print Media:**

The main intent of any media is to pass information to the public. Electronic media a more advanced form of media could be Internet, Television etc. can be reached faster through different channels, site etc. Print media typically includes Newspapers, Articles, and Journals etc. allowing users to read anytime and anywhere Be it Electronic or Print media, the needs of the Stake Holders / Powerloom weavers can be addressed by these tools through Information

Technology in assisting the publicity and creation of awareness of the various Powerloom Sector Schemes.

#### **6.0 Implementation and Monitoring of the Schemes:**

Office of the Textile Commissioner through its Regional Offices/ Powerloom Service Centers (PSCs) along with PDEXCIL and Powerloom Associations will implement the Scheme.

The Textile Commissioner will monitor and review the progress of the Schemes from time to time.

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