**CIRCULAR MEMORANDUM OF THE DIRECTOR OF HANDLOOMS AND TEXTILES AND APPAREL EXPORT PARKS, A.P. HYDERABAD.**

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**Rc.No:5969/13-J** **Dt: 24 .06.2014.**

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Sub:-Handloom Industry-Comprehensive Handloom Development Scheme(CHDS)-Implementation of handloom clusters in Phase-I under CHDS in the State– Communication of sanction orders- Instructions issued for implementing the scheme-Reg.

Ref:-1.Lr.No.7/1/2012-DCH/CHDS/Cluster, Dated:30.12.2013 received from the Development Commissioner for Handlooms, New Delhi.

2. Sanction order Lr.No:1/1/2013-DCH/CHDS/Cluster/ Andhra, Dated:05.03.2014 received from the Additional Development Commissioner for Handlooms, Office of the Development Commissioner for Handlooms, New Delhi (Copy enclosed).

3. Minutes of the Video conference held on 16.06.2014.

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The immediate attention of the Assistant Directors (H&T) noted in the address entry is drawn to the captioned subject and references cited.

It is to inform that vide reference 2nd cited the Addl.D.C.H., New Delhi has conveyed the Government of India sanction Orders for Rs.1,86,00,000/- being the 1st instalment towards Central share of grant component in respect of **Eleven (11)** New Handloom Clusters sanctioned under the Comprehensive Handloom Development Scheme(CHDS).

In this connection, they are instructed to follow the Additional Operational guidelines (copy enclosed) for implementation of said New Handloom Clusters sanctioned under CHDS to make the Programme Stakeholder centric, besides ensuring transparency and to bring in more efficiency and resultant output in addition to the guidelines issued by the Development Commissioner for Handlooms, New Delhi under the scheme, vide reference 1st cited .

They are also instructed to prepare & submit a Road Map/GANTT Chart drawing (Month-wise, person wise and Area wise) for implementation of New Handloom Clusters sanctioned under CHDS as per the reference 3rd cited (Model Enclosed).

(P.T.O.)

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The Assistant Directors (H&T) are instructed to finalise the dates of Awareness meetings with the Stake holders immediately and communicate the schedule to this office. They should also submit the minutes of the meetings after holding the meetings.

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This item of work should be attended on top-priority basis. Receipt of the Memo shall be acknowledged by return post.

Sd/- K.V.Satyanarayana

Director H&T & AEPs

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Development Officer (H&T)

To

The Assistant Director (H&T),Kakinada,Machilipatnam,Nellore,Chittoor and Ananthapuramu.

Copy to the Regional Deputy Directors (H&T) in the State for necessary action.

Copy to the Deputy Director, Weavers Service Centre ,Vijayawada for information.

Copy to the Collectors & District Magistrates concerned for information and necessary action.

Copy submitted to the Development Commissioner for Handlooms, New Delhi for information

Copy to S/f.

**Guidelines for Implementation of New Clusters sanctioned under Comprehensive Handloom Development Scheme (CHDS)**

The new clusters sanctioned by GOI shall be implemented scrupulously following the guidelines issued by the GOI.

In addition, the following additional operational guidelines are issued for making the programme stakeholder centric, besides ensuring transparency and to bring in more efficiency and resultant output.

**I :** **Convene Cluster Level Meeting:-**

* To conduct a one day meeting as per the guidelines of the scheme with Stakeholders of the Clusters including Public Representatives to create awareness of the sanction of the new cluster and the components therein by giving wide publicity. The dates shall be fixed in consultation with the local Public Representatives and shall be informed to H.O.D.
* In the first session, the officer in-charge shall explain the features of the scheme first and allow the stakeholders to discuss and deliberate on.

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* The officer in-charge shall take note of all suggestions and concerns expressed by the participants.

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* The minutes of the meeting shall be recorded and submitted to the Head office.
* After lunch the technical session should commence with only stakeholders.

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* In the technical session elections to the cluster level shall be organized duly electing Chairman, Secretary, Treasurer, etc from the active stakeholders as per the scheme guidelines, both at apex level and village/area level.
* The newly elected body shall conduct the further proceedings for preparing an action plan.

**II: Needs Analysis:-**

* Component-wise requirements are to be ascertained in a participatory way.
* All component-wise requirements which were felt necessary by the stakeholders, need to be arranged as per their priority in the order of their ranking.

**III: Vision document for 10 years**

* Basing on the need, all the requirements shall be listed component-wise to prepare a broad Vision document which will expected to be achieved in a period of Ten years.

**IV: Action Plan for 4 years**

* From the Vision document certain priority items need to be selected and prepare an action plan for **FOUR** years, keeping in mind the time frame and the budget availability.
* The implementation of Action Plan shall be completed in **THREE** years and the Forth year is meant for midterm evaluation (Impact Analysis) and correction if any.

**IV: Year-wise Micro Plan**

* Year-wise micro plan shall be prepared with a deep understanding on various components, budget and time frame and their interrelations vis-a-vis.
* The micro plan should focus on various issues like resource mobilization, training, procurement, quality etc.
* First three years are dedicated for programme implementation and the fourth year shall be meant for midterm evaluation and correction.

**IV: Strategy and Methodology:-**

* To prepare a Road Map/ GANTT Chart mentioning specific time line for every activity for strict implementation.
* Within the cluster, the responsibilities of implementing the action plan need to be assigned to specific persons within the department with a well defined role clarity.

**V : Resource Mobilisation:**

* + - Besides utilizing the funds released by the department, efforts shall be made to mobilise funds from other sources such as NGOs, Line Departments, Institutional Finance(Banks) etc.
* It is essential to dovetail the funds mobilised from various sources to reinforce the implementation of the programme.

**VI : Implementation Strategy :**

* Officials should play only a facilitator role and the entire implementation should be done by the stakeholders.
* The Assistant Director should nominate one of his staff members Development Officer/Assistant Development Officer as Cluster co ordinator for each Cluster who shall be personally responsible for proper implementation of the project as per the guidelines of the scheme issued by the Development Commissioner for Handlooms and the further instructions issued herein.
* Proper institutional building is vital for the success of programme implementation.
* Formation of Apex Level Organization in a democratic way needs to be done .
* Formation of Functional Groups at Village /Area Level should also be done.
* At every stage the stakeholders should be in the fore front and take the lead. In order to achieve this objective, the stakeholders empowerment should take place on top priority basis, so that the stakeholders feel the sense of need, urgency and ownership. The following are some the measures to accomplish this:
* Regular training and awareness programmes to be under taken.
* Frequent meetings or brainstorming sessions at village level
* Frequent peoples audit shall take place
* Involving the stakeholders in every activity.
* Involving the stakeholders in decision making.
* Apex committee and functional groups to monitor and review the activities from time to time.

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Sd/- K.V.Satyanarayana

Director (H&T) and AEPS

//f.b.o.//

Development Officer (H&T)