

AMRITSAR WOOLEN KHADI CLUSTER

1.	Implementing Agency	Kshetriya Shri Gandhi Ashram				
2.	Address	Queens Road, Amritsar, Punjab 0522-2622938, 09839011006				
	Phone/FAX/e-mail	0183-2225349, 09417125658 shishkvic@gmail.com				
	Website:	www.				
3.	Cluster products	Shawl, Chader, Tweeds, Blankets, Namda, gubba, shirting				
4.	Project Cost (Rs. In lakhs)					
	NA	IA	Total	Sanctioned	Released	Utilized
	9.31	75.93	85.24	54.95	54.95	43.36
5.	Name of Cluster Dev. Executive		Shri Jitendra Singh			
	Mobile No./Phone No.		07837550350			
6.	Name of Technical Agency:		NIESBUD, Noida			
A	Name of the Resource person with mobile No		Shri Y.P. Khubbar, Mob.-09911197030			
B	Address		A-23, Sector-62, Noida, Gaziabad, U.P.			
C	Phone/Fax/E. Mail.		0120-3119132, ypkhubbar@gmail.com			
7.	Date of commissioning of cluster		April, 2008			
8.	Expected date of completion of cluster		31.03.2012			
9.	CFCs Status					
A	No. of CFCs	Land availability	Constructed area	Locations		
	1	Yes	1000 sq. ft.	Amritsar		
B	Machinery Installed in CFC					
	No.	Name of the machinery				
	1.	Bobner machines, Gill Box				
	2.	Twister/Conbinder, Hosiery				
10.	No. of Charkhas		130			
11.	No. of Looms		--			
12.	No. of Tools Distributed		--			
13.	Interventions carried out in Design product Development					
A	Name of Designer with address and phone/mobile		--			
B	New products Developed		101 Design			
C	Improved /New designs		15 Design			
D	Brief note on Design intervention		--			
14.	Market Promotion Assistance		Nos.	Location	Computerization of sales	

	for activities:			outlets, bar coding,				
A	Renovation/up-gradation of Sales outlets	1	Amritsar	Under process				
B	Brief Note on efforts undertaken							
15.	Capacity Building Measures for undertaking following activities							
A	Exposure visits to other clusters	Places	No. of artisan	Output				
	--	--	18	--				
B	Need based training within the clusters (related to skill development, Self Help, credit and other need based issues);							
	Type of training		No. of Artisans	output				
	Skill up - gradation		632	--				
16.	Artisan's empowerment - No. of artisans benefited							
	Male	Female	Total	SC	ST	OBC	Minority	Others
	43	589	632	313	--	128	--	191
B	No. of Identity card issued				632			
17.	Self Help Groups							
	(i). No. of SHG formed				15			
	(ii) No. of SHG Registered				--			
	(iii) No. of SHG tied up with Bank				--			
18.	Production							
	Annual Production				Qty.	Value (Rs. in lakh)		
					--	14.50 (2010-11)		
19.	Sales							
	Annual Sales				Qty.	Value (Rs. in lakh)		
					--	60.00 (2010-11)		
	Export Market if any				--			
20.	Achievement							
A	Registration with ISOs				ISO:9001-2008			
B	Branding of products				--			
C	Improved Packaging				--			
D	Enhanced wages (in per cent)							
	Spinner		Weaver		Artisan			
	5%		10%		--			
E	Social security coverage of Artisans				All artisans are covered under insurance scheme			