

## THIRUVANANTHAPURAM KHADI CLUSTER

<b>1.</b>	<b>Implementing Agency</b>	Kerala Khadi & Village Industries Board				
<b>2.</b>	<b>Address</b>	Vanchiyoor, Thiruvananthapuram, Kerala				
	Phone/Fax, e-mail	04712471696, 04712570690 / 04712479525.				
	Website:	www.				
<b>3.</b>	<b>Cluster products</b>	Muslin Shirting, Kuppadam dhothy, Khadi Branded Shirts, Fine Cotton Shirts.				
<b>4.</b>	<b>Project Cost (Rs. In lakhs)</b>					
	<b>NA</b>	<b>IA</b>	<b>Total</b>	<b>Sanctioned</b>	<b>Released</b>	<b>Utilized</b>
	104.75	17.25	122.00	81.72	81.72	81.72
<b>5.</b>	<b>Name of Cluster Dev. Executive</b>		P. Nazeer Khan			
	Mobile No./Phone No.		09387918771			
<b>6.</b>	<b>Name of Technical Agency:</b>		NABARD			
A.	Name of the Resource person with mobile No.		Sri. Sreharidas, Mob. 9497012804			
B.	Address		NABARD, Punnen Road, Statue, Trivandrum.			
C.	Phone/Fax/ e-Mail		04712323590, 04712324358			
<b>7.</b>	<b>Date of commissioning of cluster</b>		26.11.2007			
<b>8.</b>	<b>Expected date of completion of cluster</b>		31.03.2012			
<b>9.</b>	<b>CFCs Status</b>					
A.	No. of CFCs	Land availability	Constructed area	Locations		
	1	Yes	2000 sq.fit.	Trivandrum		
B.	<b>Machinery Installed in CFC</b>					
	No	Name of the machinery				
	1	Warping Unit				
	2	Bobbin Winding Machine				
	3					
<b>10.</b>	<b>No. of Charkhas</b>		305			
<b>11.</b>	<b>No. of Looms</b>		75			
<b>12.</b>	<b>No. of Tools Distributed</b>		--			
<b>13.</b>	<b>Interventions carried out in Design product Development</b>					
A.	Name of Designer with address and phone/mobile		P. Satheeshan Nair, KKVIB, Trivandrum. Ph. 04712471696			
B.	New products Developed		14 Nos.			
C.	Improved /New designs		12 Nos.			

D.	Brief note on Design intervention	KKVIB has directly involved in design intervention under PRODIP Programme.						
<b>14.</b>	<b>Market Promotional Assistance</b>	<b>Nos.</b>	<b>Location</b>	<b>Computerization of sales outlets, bar coding,</b>				
A.	Renovation/up-gradation of Sales outlets	<b>2</b>	Trivandrum, Kollam	Trivandrum, Kollam				
B.	Brief Note on efforts undertaken	Sales increased 25%.						
<b>15.</b>	<b>Capacity Building Measures</b>							
A.	Exposure visits to other clusters	Places	No. of artisan	Output				
	2	Karaikudi Thalapally	27	The Artisans were well equipped with the visit and good impact.				
B.	Need based training within the clusters (skill development, Self Help Credit & others)							
	Type of training		No. of Artisans	Output				
	<b>Spinning, Weaving</b>		348	The Artisans were well equipped with the visit and good impact.				
<b>16.</b>	<b>Artisan's empowerment - No. of artisans benefited :</b>							
	Male	Female	Total	SC	ST	OBC	Minority	Others
	-	520	520	54	8	316	8	134
	No. of Identity card issued			520				
<b>17.</b>	<b>Self Help Groups</b>							
A.	No. of SHG formed			20 Nos.				
B.	No. of SHG Registered			10 Nos.				
C.	No. of SHG tied up with Bank			Initiated to tie up with Bank				
<b>18.</b>	<b>Production</b>							
	Annual Production			Qty.	Value (Rs. in lakh)			
				-	501.39			
<b>19.</b>	<b>Sales</b>							
	Annual Sales			Qty.	Value (Rs. in lakh)			
					558.04			
	Export Market if any			-	27.90			
<b>20.</b>	<b>Achievement</b>							
A.	Registration with ISOs			Yes				
B.	Branding of products			Branded introduced				
C.	Improved Packaging			Introduced				

D.	Enhanced wages (in per cent)		
	Spinner	Weaver	Artisan
	(40%)	(50%)	--
E.	Social security coverage of Artisans	1474 Artisans covered under Insurance Scheme and 520 Artisans issued Pass Book.	