

THALAPPALLY COTTON KHADI CLUSTER



Artisans working in CFC of Cluster

1.	Implementing Agency	Kerala Khadi & Village Industries Association, Avinisserry, Ollur, Trichur				
2.	Address	Kerala Khadi & V.I. Association , Avinisserry, Ollur, Trichur, Keralam Pin: 680 302				
	Phone/Fax, e-mail	0487235408 / F-04872352598				
	Website:	www.khadiassociation.com				
3.	Cluster products	Dhothies, Sheethal Khadi Branded Shirts, Cotton Mats, Lady garments				
4.	Project Cost (Rs. In lakhs)					
	NA	IA	Total	Sanctioned	Released	Utilized
	99.35	17.25	116.60	99.31	99.31	96.57
5.	Name of Cluster Dev. Executive	Joy Antoney				
	Mobile No./Phone No.	09744962248				
6.	Name of Technical Agency:	NABARD				
A.	Name of the Resource person with mobile No.	SMT. P.T. Usha, Mob.-09447374708				
B.	Address	AGM, NABARD, Thrissur, Kerala				
C.	Phone/Fax/ e-Mail	Mob.-09447374708				
7.	Date of commissioning of cluster	07.11.2007				
8.	Expected date of completion of cluster	31.03.2012				

9.	CFCs Status							
A.	No. of CFCs	Land availability	Constructed area	Locations				
	7	2.254 Acre	1950 sq. ft.	Thrisur-3, Cherpu, Peramagalam, Kizhthani, Irinjalkuda				
B.	Machinery Installed in CFC							
	No.	Name of the machinery						
	1.	Steam Boiler, Hydro Extractor, Warping Machine, Testing Lab, Bobbin winding Machine						
10.	No. of Charkhas			255				
11.	No. of Looms			85				
12.	No. of Tools Distributed			--				
13.	Interventions carried out in Design product Development							
A.	Name of Designer with address and phone/mobile			P.S. Sreepriya, Mob.-09526556481				
B.	New products Developed			Poplin colour shirting, Kuppadam Dhoti				
C.	Improved /New designs			Lady Garments, Cotton Mats.				
D.	Brief note on Design intervention			Branded Shirts as Sheethal, Thanushree, Stiff & Shine				
14.	Market Promotional Assistance			Nos.	Location		Computerization of sales outlets, bar coding,	
A.	Renovation/up-gradation of Sales outlets			4	Cherpu, Nattika, Tripunithura, Guruvayur		7 Sales outlet computerization completed.	
B.	Brief Note on efforts undertaken			To increase sales				
15.	Capacity Building Measures							
A.	Exposure visits to other clusters		Places		No. of artisan		Output	
	2 (Karnataka & Tamilnadu)		Kollar, Madurai		99		--	
B.	Need based training within the clusters (skill development, Self Help Credit & others)							
	Type of training			No. of Artisans		Output		
	Weaving, Warping & Marketing salesmanship			539		Improved the quality & quantity of products		
16.	Artisan's empowerment - No. of artisans benefited :							
	Male	Female	Total	SC	ST	OBC	Minority	Others
	545	1139	1684	114	0	342	184	1044
	No. of Identity card issued				539			
17.	Self Help Groups							
A.	No. of SHG formed			24 Nos.				
B.	No. of SHG Registered			--				
C.	No. of SHG tied up with Bank			--				
18.	Production							

	Annual Production	Qty.	Value (Rs. in lakh)
		--	553.02
19.	Sales		
	Annual Sales	Qty.	Value (Rs. in lakh)
		--	856.21
	Export Market if any	--	
20.	Achievement		
A.	Registration with ISOs	Yes	
B.	Branding of products	Yes	
C.	Improved Packaging	Yes	
D.	Enhanced wages (in per cent)		
	Spinner	Weaver	Artisan
	282.05%	218.18%	333.33%
E.	Social security coverage of Artisans	539 Artisans covered under Insurance Scheme.	