

OF THE
**WORKING GROUP ON EVALUATION
OF PROGRESS OF HANDICRAFT
INDUSTRIES DURING THE
SECOND FIVE YEAR PLAN**



**ALL-INDIA HANDICRAFTS BOARD
MINISTRY OF COMMERCE & INDUSTRY**

September, 1959.

CONTENTS

CHAPTER	Pages
I Introduction	1—3
II Government Policy and Objectives	4—7
III Provision Made, the Actual Expenditure in the First Three Years (1956-57 to 1958-59) and the Main Items on Which Expenditure Has Been Incurred	8—23
IV Problems Affecting the Techniques of Production, Quality of Pro- ducts and Designs	24—29
V Marketing and Management of Emporia	30—41
VI Impact of Developmental Expenditure on Production, Employment, Wages and Level of Earnings of Craftsmen	42—43
VII Institutional Structure	44—45
VIII Industries Programme in Community Projects	46
IX Handicrafts in the Third Plan	47—49
— Summary and Conclusions	50—58
— Appendices I—X	59—157

CHAPTER I
INTRODUCTION

Setting up of the Working Group:

1.1. At the instance of the Planning Commission, the Ministry of Commerce and Industry, Government of India, *vide* their Memorandum No. 30 (1)/59-HS (1), dated the 9th March 1959, set up a Working Group to evaluate the progress in the development of handicraft industries during the Second Five Year Plan with the following members:—

Chairman

- (1) Dr. P. S. Lokanathan, Director-General, National Council of Applied Economic Research, New Delhi.

Members

- (2) Shri N. C. Kasliwal, Member of Parliament, New Delhi.
- (3) Shri Chentsal Rao, Secretary, Federation of Indian Chambers of Commerce and Industry, New Delhi.
- (4) Prof. P. N. Dhar, Institute for Research in Economic and Social Growth, Delhi University, Delhi.
- (5) Shri L. C. Jain, Member-Secretary, All-India Handicrafts Board, New Delhi.

Member-Secretary

- (6) Shri S. A. Teckchandani, Chief Executive Officer, All-India Handicrafts Board, New Delhi. (Now, Managing Director, Indian Handicrafts Development Corporation, New Delhi).

1.2. Shri Chentsal Rao could not join the Group as he was out of India and later expressed his desire to resign. The Ministry accordingly accepted the resignation *vide* Memorandum No. 30 (1)/59-HS (1), dated the 7th July, 1959.

1.3. According to the Memorandum, the Working Group was asked to undertake evaluation studies including the following:—

- (i) Provision made and the actual expenditure in the first three years of the Second Plan and the main items on which the expenditure has been incurred;
- (ii) Increase in production/levels of development and employment achieved as a result of the outlay;
- (iii) Improvements achieved in the techniques of production and the quality of products;
- (iv) Increase in the earnings of the artisans;
- (v) Number of persons trained and the number of trained persons absorbed in the industry;
- (vi) Increase in the exports of handicraft products or diminution in imports of corresponding products;

- (vii) Improvements in administrative and organisational set up for the efficient implementation of the programme, with special reference to the progress of industrial co-operatives;
- (viii) Shortfalls in expenditure, if any, below the provisions made and the reasons therefor;
- (ix) Shortfalls in production/development, if any, below the targets of levels of development envisaged and the factors accounting for the same;
- (x) A general appraisal of the extent to which the results achieved have been commensurate with the outlay, with particular reference to the cases in which the results have been poor or disappointing (the appraisal should include an examination of the extent to which the industry has been stabilised and thus enabled to reduce its dependence on subsidies, government-assisted marketing, government finance and other forms of government assistance);
- (xi) An assessment of the extent to which the shortfalls in (viii) and (ix) above were due to temporary causes or special difficulties of an unavoidable character and how far they are due to the basic weaknesses of the programmes or limiting conditions of a durable character; and
- (xii) Lessons of experience for the Third Five Year Plan.

1.4. In their letter No. 30 (1)/59-HS (1), dated 28/29-4-59, the Ministry further desired that the study of the Working Group should also cover the industries programme that was being implemented in the Community Development Areas.

Method of Enquiry:

1.5. The Group held its first meeting on 30th March 1959 and decided on its method of enquiry. The Group also gathered all available information in the office of the All-India Handicrafts Board and the Ministry of Commerce and Industry. A questionnaire (Appendix I) was sent to the State Governments asking information on various items having bearing on the terms of reference of the Group. Discussions were also held with the officials of the State Governments, representatives of craftsmen, co-operative societies, manufacturers, dealers, exporters and their associations.

1.6. The Group also had discussions with the Minister for Community Development, the Chairman and Vice-Chairman of the All India Handicrafts Board.

1.7. In order to have an on the spot appraisal of the various schemes implemented both by the State and the Central Governments, the Group visited the following places:

- | | |
|---------------|-------------------|
| 1. Jaipur | 8. Bombay |
| 2. Bangalore. | 9. Poona. |
| 3. Mysore. | 10. Calcutta. |
| 4. Madras. | 11. Imphal. |
| 5. Hyderabad | 12. Bhubaneshwar. |
| 6. Warrangal. | 13. Cuttack. |
| 7. Srinagar. | 14. Puri. |

1.8. The Group is grateful to the craftsmen, their representatives, dealers, exporters, their associations, co-operative societies and their office bearers who spared their valuable time and discussed their various problems affecting handicrafts and gave their suggestions for development. The Group also wishes to express appreciation to the State officials, officials in the Ministries of Commerce & Industry and Community Development and the Planning Commission for their co-operation in our enquiries.

1.9. The rest of the Group would like to express its thanks and appreciation to its Member-Secretary, Shri S. A. Teckchandani, for the able manner in which he assisted us in our work.

1.10. The Group would like to make special mention of the assistance of Shri R. K. Dhawan, Deputy Director Incharge, Evaluation Unit of the Handicrafts Board who, by his able and indefatigable efforts made our task easier.

CHAPTER II

GOVERNMENT POLICY AND OBJECTIVES

Historical Background:

2.1. For a long time past Indian handicrafts used to depend for their existence largely on the support of the aristocracy, the landed nobility and the princes. During the Second World War the foreign troops stationed in India evinced interest in handicrafts which resulted in accelerated demand for handicrafts. There was a short period of boom in handicrafts industries during the war period and a year thereafter. Owing to the decline of the old order and certain social and economic changes, the initial years after independence were not wholly favourable to the growth of handicrafts. At the same time, a new class of customers gradually emerged *viz.* the middle-class consumers in cities, but their tastes and requirements were somewhat different from those who patronised these crafts earlier. The new consumers were more interested in utility than in mere ornamentation.

2.2. At the same time, handicrafts continued to suffer from the competition from machine made goods such as textiles, factory made shoes, utensils, etc. Again, with the change in consumers' preferences and progressive urbanisation, certain articles *e.g.*, headgear went out of vogue. These factors resulted in a large shrinkage of market for the handicrafts and consequent unemployment and under-employment of craftsmen. There was also considerable pessimism in the country about the future of traditional handicrafts. In these circumstances, the need was felt to set up an organisation (i) to revive interest in arts and crafts, thereby preserving our national heritage; (ii) to mitigate the suffering caused by unemployment among the craftsmen specially those in the urban areas; and (iii) to provide more employment opportunities.

2.3. In 1948, the Government of India set up a Cottage Industries Board which was entrusted with the development of handicrafts, hand-loom, khadi, village industries, silk and other small scale industries. Soon it was realised that the diversity and extent of problems and the number of industries to be dealt with by this Board were of such magnitude as could not be handled effectively and speedily by one single organisation.

2.4. Under the Constitution, the State Governments are responsible for the development of industries through their Industries Departments. The Directors of Industries in various States however found little time to bestow adequate attention on handicrafts and these remained neglected. Nor had the Departments of Industries adequate and satisfactory administrative machinery to look after the development of these industries.

Setting up of the All-India Handicrafts Board:

2.5. It was against this background that the All-India Handicrafts Board was established in November, 1952, to study the problems confronting the development and the progress of handicrafts, to advise the government generally on the solution of these problems, and in particular, to improve and develop production techniques, new designs to suit the changing conditions, and to promote marketing in India and abroad. The Board was also required as a technical body to advise the government on grants and loans to be given to the State Governments, private organisations and institutions for financing activities necessary for the development and improvement of handicrafts.

2.6. The Board was reconstituted on the 1st August, 1957, with wider functions as follows:—

- (a) to study the technical, financial, organisational, artistic and other aspects of these industries and to formulate plans for their development;
- (b) to assist the State Governments in planning and executing schemes for the development of handicrafts and to co-ordinate such developmental efforts among various State Governments;
- (c) to examine the proposals received from the State Governments and other institutions for Central financial assistance and to make recommendations to the Government of India in such cases;
- (d) to formulate schemes to be undertaken directly by the Central Government and to assist in their execution;
- (e) to initiate active measures for expansion and promotion of sales of handicrafts in India and abroad; and
- (f) to recommend other measures necessary for the development of handicrafts by such means as technological improvement, design development, quality control, research, training and extension, publicity, organisation of museums, co-operatives and allied institutions, securing of raw materials and credit and housing and welfare of craftsmen.

2.7. A list of handicrafts under the purview of the All-India Handicrafts Board is given in Appendix II.

2.8. The All-India Handicrafts Board started from scratch, as it were, without the advantage of an already existing machinery or organisation in the field and had to build anew. Nor were there co-operative societies, guilds or associations of craftsmen, dealers and manufacturers in this field. There was also paucity of any reliable data or information about the handicrafts and their large and varied problems. No surveys or other enquiries worth the name had been undertaken in the past.

Objectives of the Government Policy:

2.9. The Second Five Year Plan lays down the following objectives in regard to village and small industries:—

- (1) to avoid as far as possible, during the period of the Second Plan, further technological un-employment such as occurs especially in the traditional village industries;

- (2) to provide for as large a measure of increased employment as possible during the Plan period through different village and small industries; and
- (3) to provide the basis for the structure of an essentially decentralised society and also for progressive economic development at a fairly rapid rate.

2.10. Handicrafts have far greater importance than is indicated by the volume and value of their production because they embody cultural and artistic traditions of the country. Development of handicrafts is, therefore, not merely a matter of rehabilitating a few craftsmen in their ancestral trades but of keeping alive traditional art and giving free scope to the creative faculties and inherited skills of the craftsmen.

2.11. The Group has given consideration to the objectives which should inform the work and activities of the state in the field of handicrafts and believes that the following should be the main objectives:—

- (1) to strengthen and support the skilled artisans in their trade and to ensure stable and regular employment;
- (2) to preserve the essential traditional skill and craftsmanship and to improve the quality and designs of our handicrafts;
- (3) to provide employment opportunities to a larger number of people in various handicrafts;
- (4) to ensure that handicrafts contribute increasingly to national production;
- (5) to give a new orientation to handicrafts production so as to combine both art and utility; and
- (6) to develop handicrafts both for exports and domestic consumption.

Role of the Central and State Governments in the Development of Handicrafts:

2.12. As stated earlier, handicrafts is a State subject. The Central Government only assists the State Governments by way of giving financial and technical assistance for the development of handicrafts. The Central Government, however, acts on the advice of the Handicrafts Board for this purpose which is an advisory body. The Board advises the Government of India on financial assistance to be given to the State Governments, private institutions and registered organisations while the State Governments are mainly responsible for the measures undertaken in their areas for the development and promotion of handicrafts. However, the Board undertakes such developmental measures as are of national importance and of value to the over-all programme for development of handicrafts and common benefit to the States as such, e.g., organisation of and participation in foreign fairs and exhibitions, internal exhibitions of national importance, mobile exhibitions covering several States, nation-wide publicity campaign, research and publications, design development on regional basis and research in technical improvements.

2.13. In the States, there is no uniform pattern of administrative arrangements for handicrafts. In most States, handicrafts are looked after as part of the general industries development. Some have appointed Joint Directors or Deputy Directors to look after handicrafts specifically while in others handicrafts have been lumped together with other industries. In some States, Advisory Boards, with official chairman in some cases and non-official chairman in others, have also been set up to assist the government in the development of handicrafts.

2.14. At the Centre, the responsibility for handicrafts is vested with the Ministry of Commerce and Industry. The link between the Ministry and the Handicrafts Board is provided through the Chief Executive Officer, All-India Handicrafts Board.

2.15. Although the Handicrafts Board is mainly an advisory body, the way in which it has been working and the Government's relations with it are such that on the whole it has exercised a great influence in the development of handicrafts.

2.16. Although the sanctioning of the schemes is the responsibility of the Ministry, this is done in consultation with the Planning Commission which also examines specific schemes each year.

CHAPTER III

PROVISION MADE AND THE ACTUAL EXPENDITURE IN THE FIRST THREE YEARS (1956-57 TO 1958-59) AND THE MAIN ITEMS ON WHICH EXPENDITURE HAS BEEN INCURRED

3.1. Under the Second Five Year Plan, a provision of Rs. 9 crores was originally made for the development of handicrafts, out of which Rs. 6 crores were to be spent on the schemes of the State Governments while the remaining Rs. 3 crores were provided for schemes to be run directly by the Centre through the Handicrafts Board which implements them. Subsequently, the provision of Rs. 9 crores was reduced to Rs. 5 crores on re-appraisal of the Plan because of limited resource position of the government. The revised distribution between the Central and State schemes was Rs. 1.7 crores and Rs. 3.3 crores respectively but State-wise distribution was not made.

3.2. During the first three years of the Plan period, (1956-57 to 1958-59) Rs. 107.4* lakhs have been utilised by the Centre and Rs. 108.7** lakhs by the State Governments as against Rs. 153.5 lakhs and Rs. 223.8 lakhs sanctioned respectively. The allocation for the schemes was widely described as inadequate but the actual utilisation of funds fell far below even the inadequate allocations.

3.3. The Group is of the opinion that monetary utilisations do not always reflect really the progress achieved, for example, it may be possible for a training programme to spend all the funds allotted but the types of trainees, the quality and level of training might be very poor. The candidates selected may not be suitable or may not follow or settle in the craft after the training. Nevertheless, judged by the criteria of full utilisation such a scheme may appear to be a great success. Therefore, the Group is of the opinion that assessment should be both in quantitative and qualitative terms. This was endorsed by a number of State officials also.

STATE SCHEMES

3.4. The table below shows year-wise plan allocation, the amount sanctioned for various schemes and utilised and the percentage of utilisation.

*This includes Rs. 13.20 lakhs utilised by the Indian Handicrafts Development Corporation.

**This does not include State schemes for which no Central assistance has been given.

tion to amount sanctioned for various State schemes during the first three years of the Second Plan period:

TABLE I

Table showing year-wise allocation, amount sanctioned and utilised and percentage of utilisation, during 1956-57 to 1958-59

Year	Rs. in lakhs			Percentage of utilisation to amount sanctioned
	Plan allocation	Amount sanctioned	Amount utilised	
1956-57	57.7	71.9*	22.2	30.9%
1957-58	63.4	85.3*	42.0	49.2%
1958-59	83.9	66.6	44.5	66.8%
Total	205.0	223.8	108.7	48.6%

A complete statement showing State-wise plan allocation, amount sanctioned and utilised during these years is given in Appendix III.

Details of individual schemes undertaken by the State Governments are given in Appendix IV.

3.5. The following table gives the utilisation of funds by the State Governments according to the degree of utilisation:

TABLE 2

Range of utilisation of funds	1956-57	1957-58	1958-59	Total for three years
(1)	(2)	(3)	(4)	(5)
Below 25%	Bihar, Himachal Pradesh, Kerala, Madras, Mysore, Manipur, Orissa.	Delhi, Himachal Pradesh, Kerala, Manipur.	Himachal Pradesh, Mysore, Pondicherry, Tripura.	Delhi, Himachal Pradesh, Kerala, Pondicherry.
25% to 50%	Assam, Madhya Pradesh, Punjab, Rajasthan, U. P., W. Bengal.	Assam, Bihar, Bombay, Mysore, Punjab, Tripura, U. P., W. Bengal.	Assam, Bombay, Kerala, Madhya Pradesh.	Assam, Bihar, Madhya Pradesh, Mysore, Tripura, Manipur, W. Bengal.

*With a view to expediting expenditure, the Ministry sanctioned liberally in the expectation that utilisation would speed up.

(1)	(2)	(3)	(4)	(5)
Above 50%	Andhra, Bombay, Jammu & Kashmir.	Andhra, Jammu & Kashmir, Madras, Madhya Pradesh, Orissa, Rajasthan.	Andhra, Andaman & Nicobar, Bihar, Jammu & Kashmir, Madras, Manipur, Orissa, Punjab, Rajasthan, U. P., W. Bengal.	Andhra, Andaman & Nicobar, Bombay, Jammu & Kashmir, Madras, Orissa, Punjab, Rajasthan, U. P.

3.6. In their developmental programmes, the State Governments have been devoting themselves to a wide range of activities, such as training, marketing, production, co-operatives, common facility services, design development, research and surveys. The table below shows category-wise percentage of utilisation to amounts sanctioned during 1956-57 to 1958-59:

TABLE 3

Percentage of utilisation to amount sanctioned for various categories of State schemes during 1956-57 to 1958-59

Category	1956-57	1957-58	1958-59	Total for three year s
	%	%	%	%
1. Training	28.0	42.9	61.5	44.9
2. Marketing	44.2	47.1	64.0	52.4
3. Production	43.8	59.6	74.3	56.8
4. Co-operatives	36.9	71.2	77.4	62.3
5. Common Facility	15.0	47.1	78.8	32.9
6. Research & Survey	66.6	30.0	33.3	36.4
7. Design	12.5	31.4	84.6	45.2
8. Demonstration	0.0	100.0	..	66.6
9. Publicity	50.0	83.3	33.3	60.0
10. Quality Marking	50.0	71.4	100.0	68.8
11. Museum	80.0	20.0	75.0	57.1
12. Administration	50.0	100.0	66.6	75.0
All categories :	30.9	49.2	66.8	48.6

A detailed statement showing category-wise amount sanctioned for various State schemes and utilised during the first three years of the Second Plan period (1956-57 to 1958-59) is given in Appendix V.

Training:

3.7. It will be observed from the table given in Appendix VI that the training schemes have been more predominant and account for 82.8% in 1956-57, 37.2% in 1957-58, 41.0% in 1958-59 and 36.7% during the three years, of the total amount sanctioned for all schemes.

3.8. It is possible that training and training-cum-production schemes have been adopted in many States because such schemes carry 100% grant from the Central Government. The State Governments have been finding it convenient to run such schemes departmentally as the only targets to be shown are the progress in terms of financial expenditure as against the provision made in the budget, irrespective of the quality of training and the possibilities of employment thereafter. Very often these schemes are prepared without much preliminary thinking about the need for such schemes.

3.9. The Group visited the following training centres:

Rajasthan:

1. Decorative Durry and Niwar Centre, Sanganer;
2. Artistic Craft Institute, Jaipur;
3. Carpet Weaving Training Centre, Jaipur.

Mysore:

1. Mat Weaving Centre, Kangeri;
2. Pottery Centre, Ramanagaram;
3. Industrial School, Channapatna;
4. Mysore Toys Centre, Mysore.

Madras:

1. Arts and Crafts School, Madras; (Pottery Section);
2. Government Fancy Leather Goods Training Centre, Pallavaram;
3. Sculpture Training Centre, Mahabalipuram;
4. Mould Casting Centre, Mahabalipuram.

Bombay:

1. Dolls Training Centre, Khadakvasla, Poona;
2. Government Glass Beads Training and Production Centre, Small Industries Research Institute, Poona;
3. Government Glass Toys Training Centre, Poona;
4. Glass Toys Training Centre, Chinehwad;
5. Government Fibre Training School for Instructors, Poona;
6. Government Cane and Bamboo Training School, Poona.

Hyderabad:

1. Training in Ivory Carving and Horn articles through Ivory and Horn Workers' Co-operative Society, Hyderabad.
2. Training in Weaving of Himroo through Himroo Workers' Co-operative Society, Hyderabad.

3.10. The Group found that only at a few centres, proper type of training was being imparted in the required manner through careful selection of the trainees and instructors. Mention may be made specially of the Sculpture Centre at Mahabalipuram in Madras, Himroo in Hyderabad, and the Arts & Crafts School, Madras. Otherwise, the quality of training, the method and duration of the training at the centres, leave much to be desired having regard to the standard of craftsmanship in various handicrafts.

3.11. In running these centres, the State Governments are inherently handicapped by administrative rules, regulations, procedures and certain other pressures. Some of these difficulties are as follows:—

- (1) Low grades of instructors: the salaries of the instructors being very low, it is only natural that low calibre instructors are attracted. Apart from low standard of instruction, it also brings down the prestige of the scheme among the craftsmen and artisans.
- (2) Inflexible and out-moded system of recruitment: insistence on certain formal qualifications without clear specifications about technical competence.
- (3) Indiscriminate and unsystematic selection of trainees irrespective of either their hereditary occupation or their aptitude for a particular craft.
- (4) Inadequate period of training.

3.12. With a few exceptions, these training centres have been providing training to new recruits from non-artisan classes. Most of the training centres provide training for a maximum period of one year. In many cases, longer period of training is considered necessary for a person to become a really proficient craftsman. As a result, a number of new persons have been added to the ranks who have not acquired sufficient skill or craftsmanship to be able to stand on their own feet. In the situation of unemployment and under-employment of artisans, the emphasis should have been on finding more work for the skilled craftsmen than on the training of new recruits. When sufficient amount of work has been created for the skilled craftsmen and they are fully employed, it is conceivable that they will themselves draw in apprentices and impart training to them.

3.13. The Group is also of the opinion that modernisation of old apprenticeship system is the need of the most of the handicrafts. This system which enabled every artisan to get training from the master-craftsman served its purpose but it is no longer equal to the needs. What is, therefore, needed is to ensure that the system is re-adapted to meet the growing needs of trainees and for this purpose, it would be necessary to get the master-craftsmen into the training organisation by employing them as teachers, whole-time or part-time, and by ensuring that every trainee is given training for a minimum period required to enable him to acquire the level of necessary craftsmanship. For example, the School

of Arts at Jaipur, which for years had been an outstanding institution, has fallen below the level of training and usefulness which it had previously attained. While it has been reorganised recently into a departmentally run training centre, the training now imparted is rather poor compared to the level of training imparted in the past in the former Maharaja's School of Arts. The desirable course would be to give advanced training to practising craftsmen and leave the preliminary training to the apprenticeship system.

3.14. It is not unnatural that when State Governments have no financial stake in any programme that they give less attention to it than when they finance their schemes. The Group, therefore, recommends that the Centrally assisted schemes of the State Governments should be put on joint basis although the States' contribution in the initial stages might be small. This would ensure fuller consideration in the formulation and execution of schemes by the State Governments.

3.15. We have elsewhere in this report (para 5.35.) recommended that the State Governments should entrust some of the activities either to some autonomous body or a co-operative. In these cases too, the Central financial assistance should be conditional upon the State being willing to give a certain share, however small it may be.

Marketing Schemes:

3.16. In the programme for development of handicrafts in the States, expansion of marketing finds second place judged from the amounts sanctioned and utilised. These schemes account for 19.2% in 1956-57, 23.9% in 1957-58 and 28.4% in 1958-59, of the total amount sanctioned for all the schemes. We have discussed this in detail in the Chapter on 'Marketing and Management of Emporia'. (Chapter) V).

Production Centres:

3.17. Next to training, training-cum-production and marketing schemes is the assistance given to handicraft co-operatives and the production centres run by the State Governments. The co-operatives have accounted for 9.0% in 1956-57, 9.4% in 1957-58 and 9.3% in 1958-59 while the production centres have accounted for 10.2% in 1956-57, 13.4% in 1957-58 and 5.2% in 1958-59.

3.18. We feel that the practice of combining training with production is not desirable, as the economic aspect of production is lost sight of. The training programme must necessarily have some practical production programme attached to it. But this should not be done by mixing up the two programmes, as such mixing up tends to undermine the economic and commercial aspects of production schemes. We feel that every production scheme should be required to have due consideration of the economic results to be achieved.

3.19. We recommend that production centres should normally be run by co-operatives or voluntary agencies. For a short initial period, government may have to take up production with a view to maintaining quality and preventing shortages. Care should be taken to ensure that the costing of products is done on commercial lines.

Co-operatives:

3.20. The Group feels that many of the co-operatives have not been functioning satisfactorily and some of them are somewhat spurious.

organisations. While every care should be taken to ensure that co-operatives serve the purpose for which they are intended, the need for good and efficient cooperative societies is apparent.

3.21. The main reasons for the lack of sound growth of co-operatives are:—

- (1) In selecting members for cooperatives, care is not taken to ensure that good workers are brought in;
- (2) Sufficient attention is not given to the financing of the co-operatives, both in regard to initial capital required and the working funds;
- (3) No proper arrangements are made for education of members and for the sound management of the society; and
- (4) No effective linking up with the marketing organisation who are ready to come forward to sell their goods.

Research:

3.22. It has been observed from the data supplied by the State Governments (*see* Appendix VI) that in their programme for the development of handicrafts, very little attention seems to have been paid to schemes relating to research and surveys, quality marking and design development.

3.23. In the opinion of the Group, such schemes are essential for sound development of handicrafts and should be given due place in their programme of development by the State Governments. For the proper planning and development of handicrafts, surveys of the important centres seem to be essential so as to provide minimum basic data for formulating policies and drawing up suitable programme. Similarly the crucial problem before the handicrafts is the evolution or re-styling of designs suitable for the present-day market and the changing tastes of the consumer. Only three States (J&K, Orissa and U.P.) have taken up schemes for the design development and even those schemes have recently been started. The Group visited Design Centres at Srinagar and Cuttack run by the State Governments.

3.24. Considering the variety of crafts in various States and their numerous places of concentration more effort is required to provide design guidance to craftsmen at these centres.

Publicity:

3.25. The handicraft articles being hard selling items vigorous efforts and sustained appeal must be made through the various media of publicity. It has been observed that whatever little amount has been spent on publicity, it has mainly been through emporia organisation and on some special occasions, *viz.*, annual celebration of Handicrafts Week, and special fairs and exhibitions, but no regular and systematic publicity campaign has been undertaken by any of the State Governments. The attention so far paid has been very inadequate as compared to needs.

Quality Marking:

3.26. Quality marking of handicrafts goods has so far been taken up only by a few States, *viz.*, U. P., Rajasthan, Mysore, Madras, Punjab and

West Bengal—U. P. being the pioneer whereas other States have started recently.

Procedure for Formulation, Submission, Scrutiny and Sanction of State Schemes:

3.27. On the basis of the available information and discussions held with State officials, it may be stated that generally most of the State schemes were formulated more with a view to spending money on the basis of the financial ceiling of annual plan fixed for each State rather than on the basis of soundness and effectiveness of the schemes. In many of the States, the schemes followed, more or less, the same pattern and a majority of them relate to the category of training and training-cum-production centres, since it was the most convenient type of scheme to be undertaken departmentally. It has been observed that most of the schemes run by the State Governments were the carry-over of the First Five Year Plan when there were no definite priorities or targets of programme for the development of handicrafts. It was only in the first two years of the Second Five Year Plan that some broad outline of programme of development was drawn up by the Board for the guidance of the State Governments. Being committed to the earlier schemes, it was found difficult by the State Governments to change over immediately in the Second Five Year Plan and, therefore, the pattern of development, more or less, remained the same. However, some departure was noticeable in the third year (1958-59) of the Second Five Year Plan.

3.28. In very few cases, were schemes drawn up in consultation with craftsmen, manufacturers and dealers.

3.29. The schemes were scrutinised in the office of the Directors of Industries by persons who do not necessarily have adequate experience of handicrafts. The State Governments have been handicapped not only by the inadequacy of staff both at the headquarters and in the field but also by the lack of trained and experienced personnel for drawing up a suitable programme for the development and execution of handicraft schemes. In scrutinising the schemes the Directorates of Industries obviously examine them from the administrative and audit points of view and due attention is not always given to the developmental and commercial aspects which, of course, are more important.

3.30. After their passage through the Directorate of Industries, the schemes are examined by the State Finance and Planning Departments and ultimately submitted to the Government of India through the Handicrafts Board for the sanction of financial assistance from the Centre. The Secretariat of the Board examines the schemes and thereafter the schemes go through the Standing Committee of the Handicrafts Board, Ministries of Commerce and Industry and Finance and final sanction is issued only after clearance has been given by the Planning Commission.

3.31. Further, it takes about two to three months to start on a scheme after technical approval has been given by the Central Government; for the actual availability of funds, the scheme has yet to pass through various State channels, namely, the department concerned, the State Finance Department and ultimately the clearance of funds by the Accountant Generals concerned. Even after the funds are made available to the department, it takes time to recruit the personnel, acquire suitable buildings, machinery, etc.

3.32. In the earlier years, the procedure was so involved and dilatory that sanctions to the State Governments were issued as late as November/December each year. This procedure applied even to continuation schemes thus causing avoidable delays. It has, however, been changed since May, 1958. State Governments have now been permitted to incur expenditure on continuation schemes without obtaining specific sanctions from the Central Government for such schemes, provided the ceiling fixed in the case of each State was exceeded. As regards new schemes, technical approval of the Handicrafts Board and the Ministry is necessary after which the State Governments are free to implement them provided they are within the ceilings fixed for handicrafts. This has contributed greatly to the elimination of delays. However, State Governments should not regard the normal continuation of the old schemes as justification for not reviewing the merits of each of the scheme.

3.33. The proposals of the States for new schemes to be included in the Annual Plan are at present being examined in the annual plan Working Groups set up by the Planning Commission at which the representatives of the Ministry of Commerce and Industry, the All-India Handicrafts Board and the State Governments concerned are present. Consideration is often deferred because they are not complete in essential particulars. The Group feels that before the new schemes come up before the annual plan Working Groups of the Planning Commission, each scheme should be scrutinised by the Handicrafts Board and the Ministry of Commerce and Industry. Care should be taken by the Board and the Ministry that schemes which do not properly fall within the purview of the handicrafts programme and are essentially schemes of welfare, education, redemption of indebtedness, etc., are not brought up before the Working Group. After the initial financial ceilings for Annual Plan have been fixed, no schemes should require further consultation with the Planning Commission. Only those new schemes of the following categories need be referred to the Planning Commission:

- (a) Schemes involving financial commitments over and above ceilings;
- (b) Schemes involving deviation from the accepted patterns of Central assistance;
- (c) Schemes falling outside the purview of the handicrafts programme; and
- (d) Schemes involving adjustments in the outlay provided under various heads of development other than those with which the Ministry is concerned.

The Group would like to point out that other new schemes, provided they are within the ceilings, need not be referred to the Planning Commission.

Pattern of Financial Assistance for the Development of Handicrafts:

3.34. Till 1957-58, for purposes of grant of financial assistance to the State Governments, schemes were considered under three categories, viz.,

- (i) Purely developmental schemes;
- (ii) Semi-commercial but mainly developmental schemes; and
- (iii) Purely commercial schemes.

According to this pattern, the second category of schemes although called semi-commercial, were often regarded as developmental without regard to their commercial aspects. This resulted in some confusion as many of the schemes were pressed for Central assistance under this category which otherwise would normally have been of a commercial character.

3.35. Under the new pattern adopted in 1957-58, semi-commercial and semi-developmental category of schemes were separated and merged with developmental and commercial categories. Schemes could be regarded either as developmental or commercial. In addition, the pattern included the schemes for development of co-operatives.

3.36. Under the new pattern, 100 per cent. grant is given for developmental schemes and under this category, many of the training and training-cum-production schemes have been taken up by the State Governments. These training schemes which accounted for 32.3 per cent. of the total amount sanctioned in 1956-57, 37.2 per cent. in 1957-58 and 41.0 per cent. in 1958-59 have been absorbing the bulk of the assistance.

3.37. In general, the pattern of financial assistance conforms to the principle that the State Governments should contribute a share which will be added to by a larger contribution from the Centre. It may be stated that for every crore of rupees spent by the State, about 3 crores is given by the Central Government. Within this overall pattern the percentage contribution varies according to whether it is a developmental scheme or a commercial scheme. For training, the Centre has been giving 100 per cent. We have earlier in this Chapter (para 3.14) referred to this practice and held that is not desirable and that it should be changed.

Assistance to Handicraft Co-operatives:

3.38. Under the existing pattern of financial assistance, co-operatives are given 75 per cent. of their share capital as a two-year loan and 75 per cent. of working capital as a ten-year loan and 50 per cent. of recurring expenditure on special supervisory co-operative staff as grant for three years. Compared with the assistance for commercial schemes, it is observed that the co-operatives are at a definite disadvantage. For commercial schemes, 50 per cent. of both recurring and non-recurring expenditure is given as a grant whereas for co-operatives only 50 per cent. of recurring expenditure on special supervisory staff is given as grant for three years. This has resulted in more and more commercial activities being taken up departmentally particularly the emporia and sales depots. Besides this, for the departmentally run commercial schemes 100 per cent. working capital is given as loan against 75 per cent. for co-operatives.

3.39. We see no justification for discrimination in regard to the amount and terms of grants which are given to the co-operatives as compared with similar State-run developmental and commercial schemes.

3.40. The policy of the Government being to encourage the growth of co-operatives, it is desirable that the same measure of assistance and facilities be given to co-operatives as is granted to either departmentally-run commercial schemes or schemes run by special machinery set up by the Government for the purpose. The co-operatives for handicrafts are initially in a specially disadvantageous position as the members who

belong to the artisan class have small financial resources. In the initial stages at least, it is desirable that the co-operatives are treated, more or less, on the same footing as the schemes run departmentally.

3.41. The Group has examined the question of finance for co-operatives. In view of the fact that the co-operatives for handicrafts have initial financial difficulties, it is worthwhile for the Government to consider whether initial capital for a period of ten to fifteen years should be given to the co-operatives either in the form of an interest free deposit or in the form of indivisible reserve fund. The first charge on the profits of the co-operative could then be the clearance of the deposit or contribution to its indivisible reserve fund.

Financial Requirements of Handicrafts Industry:

3.42. The financial facilities currently available to handicrafts are inadequate. The supply of working capital as well as other funds on long term basis comes only from the government whose funds for this purpose are very limited to spare. Some State Governments give loans to artisans under their State Aid to Industries Acts. The pattern of financial assistance does not provide for loans to be given to individual craftsmen, manufacturers, dealers and exporters. At present the banks generally are not supplying working capital. Following the pattern of financial assistance given by the State Bank of India to the small scale industries, it is recommended that the possibility of providing similar assistance to handicrafts should be carefully and sympathetically explored.

Credit Insurance Fund:

3.43. The Group also recommends for consideration the possibility of establishing a Handicrafts Credit Insurance Fund for guaranteeing loans given to bonafide producers and dealers by recognised banking institutions to the extent of 50 or 70 per cent.

Schemes Undertaken Directly by the Handicrafts Board:

3.44. As already mentioned, the Board has undertaken directly development measures of national and regional importance for the development of handicrafts. These measures include organisation of and participation in foreign fairs and exhibitions, national exhibitions, mobile exhibitions, design development on regional basis, publicity campaigns, economic research and surveys and research in technical improvements.

3.45. The Board has also taken up schemes for the revival and development of certain traditional crafts, under special circumstances, such as Kancheepuram sarees, Surat brocades, tie and dye sarees of Madurai, Kothakota cotton and silk sarees. It has also started training centres in certain specialised crafts, namely, musical instruments at Sangeeta Vadyalaya, Madras; dolls making at Bombay; lacquerware at Junagad; Kalamkari art at Kalahasthi; terra cota pottery at Banaras and packing technique at Mysore.

3.46. The table below shows year-wise provision made and the actual expenditure on various activities directly undertaken by the Board during the first three years of the Second Plan period:

TABLE 3
Progress of Board's Schemes
During 1956-57 to 1958-59

G = Grant
L = Loan

(Lakhs of rupees)

Items		1956-57		1957-58		1958-59	Total for 3 years.		
		Am- ount sanct- ioned	Am- ount utili- sed	Am- ount sanct- ioned	Am- ount utili- sed	Amount sanct- ioned	Amount utili- sed	Am- ount sanct- ioned	Am- ount utili- sed
1. Establishment	(G)	3.9	3.7	6.2	5.7	9.7	9.7	19.8	19.1
2. Pilot Centres	(G)	2.5	1.7	8.0	3.4	9.4*	6.3	19.9	11.4
3. Design Centres	(G)	1.8	1.8	5.2	2.7	5.2	4.4	12.2	8.9
4. Publicity and Publications	(G)	1.2	0.7	0.9	0.3	1.1	0.1	3.2	1.1
5. Museum	(G)	0.7	0.4	0.8	0.6	1.0	0.8	2.5	1.8
6. Research, Surveys & Library	(G)	0.2	0.1	0.2	0.1	1.0**	0.7	1.4	0.9
7. Technology	(G)	1.3	0.1	1.8	0.7	3.1	0.8
8. Training & Extension	(G)	0.5	0.5	4.3@	2.8	4.8	3.3
9. Exhibition & Export Promotion	(G)	23.7	9.8	8.4	4.4	15.4	8.2 @@	47.5	22.4
10. Marketing	(G)	3.6	2.9	5.7£	5.2	9.3	8.1
	(L)	4.8	4.6	5.9	5.9	5.9	5.9	16.6	16.4
TOTAL	(G)	34.0	18.2	35.1	20.7	54.6££	38.9	123.7	77.8
	(L)	4.8	4.6	5.9	5.9	5.9	5.9	16.6	16.4
GRAND TOTAL :		38.8	22.8	41.0	26.6	60.5	44.8	140.3	94.2

* Includes assistance given to and utilisation therefrom by the Kalakshetra, Adyar Madras, for research in vegetable dyes; Bharat Natya Sangha, New Delhi, for theatrical crafts; Bharat Kala Kendra, New Delhi for puppetry; Bharat Kala Bhavan, Banaras for textiles museum.

** Includes assistances given for surveys to :

- (i) Indian Co-operative Union (Rs. 20,000/-);
(ii) Indian Conference of Social Work (Rs. 20,000/-).

@ This includes assistance given to the Central Social Welfare Board and other institutions for development of handicrafts.

@@ It does not include foreign exchange expenditure incurred in foreign countries which is not yet available.

£ Includes assistance to Handicrafts Emporium, Madras, and Central Cottage Industries Emporium, New Delhi.

££ Although higher amount was sanctioned, the government directed the Board that actual expenditure should be limited to Rs. 35 lakhs.

Pilot Centres:

3.46a. As mentioned above, the Board has set up 21 Pilot Centres in different crafts, 9 for training, 4 for production, 4 for revival of traditional crafts, 3 for research and experimentation and 1 for marketing. The data on these schemes is presented in Appendix VII.

3.47. The Group visited the Dolls Centre, Bombay which has three wings, *viz.*, training, research and production; Educational Wooden Toys Centre, Bombay; Sangeeta Vadyalaya, Madras; Dye Research Laboratory, Kalakshetra, Adyar, Madras; Packing Techniques Centre, Mysore; and Bronze Production Centre, Bangalore. Like State schemes, the centres run by the Board are also handicapped by administrative rules, regulations and procedures.

Training Centres:

3.48. The crafts in which training is being given are: (i) those which were almost extinct, such as Kalamkari Art at Kalahasthi; (ii) those in which no systematic training is being provided such as musical instruments and doll making. The work done at the Dolls Centre at Bombay and the Sangeeta Vadyalaya at Madras is commendable. The latter combine traditional techniques of musical instruments according to the Shastras and the modern techniques. There is considerable demand for training at these centres to meet the market demands for dolls and musical instruments. The Group urges that the scope of activity of these centres should be expanded so as to provide the country with sufficient number of skilled craftsmen. Similar institutes in other parts of the country may also be established to explore regional development of these crafts.

3.49. The production centres of the Board have taken up educational wooden toys, dolls, bronze casting and Toda embroidery (for tribal women). The Group visited the centres for wooden toys, dolls and bronze casting. The toys produced are definitely superior to those produced so far. Similarly, at the Bronze Centre, the technique of wax moulds has facilitated commercial production of bronze articles of standard shapes in large quantities and at reduced cost.

3.50. The research and experimentation centres set up by the Board relate to the pine apple fibre industry at Moodbidri; wall and pot painting at Banaras and unglazed pottery at Bombay.

3.51. The Board has also entrusted development of certain crafts to private organisations specialised in those crafts. Block grants have been given to the following institutions:—

- (1) Kalakshetra, Adyar, Madras for research in vegetable dyes;
- (2) Bharatiya Natya Sangh, New Delhi for development of theatrical crafts;
- (3) Bharatiya Kala Kendra, New Delhi for puppetry; and
- (4) Bharatiya Kala Bhavan, Banaras to organise a textiles section of traditional designs and textures.

3.52. The Group visited the Dye Research Laboratory in Madras where research in vegetable dyes is being carried on. The progress has been slow. But the dyes perfected so far are attractive and the sarees produced are distinctive.

Design Development:

3.53. The question of design development and the measures taken by the Handicrafts Board have been discussed in Chapter IV on 'Problems Affecting the Techniques of Production, Quality of Products and Designs.

Exhibitions:

3.54. One of the major activities of the Handicrafts Board has been the organisation of and participation in exhibitions in India and abroad. So far the Board has organised and participated in 89 exhibitions. The table below shows the number of exhibitions, amount sanctioned and the amount utilised in various years for exhibitions organised in (a) India and (b) abroad:

(Rs. in '000)

	1953-54	1954-55	1955-56	1956-57	1957-58	1958-59
<i>Indian</i>						
No. of exhibitions . . .	4	5	2	5	1	14
Amount sanctioned . . .	111.8	66.8	358.9	316.3	3.3	693.3
Amount utilised . . .	109.6	62.4	319.3	97.1	2.0	576.3
<i>Foreign</i>						
No of exhibitions . . .	9	5	4	12	15	13
Amount sanctioned . . .	158.4	16.3	1033.7	598.3	483.1	692.8
Amount utilised . . .	139.4	13.8	465.5	374.5	440.3	167.8*
<i>Total of Foreign and Indian.</i>						
No. of exhibitions . . .	13	10	6	17	16	27
Amount sanctioned . . .	270.2	83.1	1392.6	914.6	486.4	1386.1
Amount utilised . . .	249.0	76.2	784.8	471.6	442.3	744.1*

3.55. Details of various exhibitions are given in Appendix VIII.

Mobile Exhibitions:

3.56. A Mobile Exhibition Unit has also been set up by the Board for holding exhibitions at State capitals for display and sale of handicrafts. The Mobile Exhibition has so far completed 4 rounds.

3.57. While participating in foreign exhibitions, the Board has covered the U.S.A., Canada, U.K., the Continent, East European countries, East Africa, South East Asia, Middle-East, China and the U.S.S.R.

3.58. The Group is of the opinion that various exhibitions have introduced Indian handicrafts extensively and also led to the stimulation of demand for them in some of these markets.

3.59 In domestic markets, the exhibitions have helped in popularising crafts of one State or area in other parts of the country. This has widened the markets for handicrafts beyond their local or provincial limits. For instance, the branches opened by the Kashmir Government Arts

*This does not include foreign exchange expenditure incurred in foreign countries which is not yet available.

Emporium in major cities of the country have brought in prominence their goods in all parts of the country with substantial expansion of sales. The Central Cottage Industries Emporium of the Indian Co-operative Union in Delhi sells handicrafts from practically all parts of India. The Victoria Technical Institute in Madras which used to confine itself to selling of handicrafts from the South only, now includes goods from other areas also. The Handicrafts Emporium in Madras, the Cottage Industries Emporium in Bombay, and the Bengal Home Industries in Calcutta have all promoted the distribution of goods from isolated parts of the country.

3.60. The popular response shown by visitors to exhibitions held in foreign markets has resulted in an increasing and regular demand from their established trade channels, *i.e.* importers, wholesalers and retailers. It may be mentioned that following the first exhibition in U.S.S.R. (1955-56) their interest in Indian handicrafts has greatly increased and the demand is steadily growing. The same is true about other European countries.

3.61. In recent years, foreign importers have themselves started entering the field, partly due to exhibitions and partly due to other factors. There has been traffic of buyers from the U.S.A. who used to be at one time reluctant to come all the way to India to explore the availability of goods.

Economic Research and Surveys:

3.62. As observed earlier there was very little information, data, and other published material available about handicrafts when the All-India Handicrafts Board was set up in 1952. There have been several useful studies which have been made by the Board, namely, (1) Report on the Marketing of Handicrafts (1955); (2) Reports on the Ivory Industry, Carpets and Brocades (1955); (3) Survey of Associations of Handicrafts Artisans, Dealers and Exporters (1958); and (4) Report of the Textile Hand-Printing Industry at Ahmedabad (1958).

3.63. Most of these studies were conducted during the period of the First Plan with the assistance of the Indian Co-operative Union. In the period of the Second Plan, the Board set up a Planning and Research Section of its own. The section has a research staff of 15, which functions under the guidance of a Deputy Director. The Section, however, has not been able to measure up to its tasks. The research output has been pitifully small. Even the individual craft studies of the type carried out during the First Plan (ivory, brocades and carpets) were not undertaken. In view of the urgent need for basic data on handicrafts we would urge an immediate reorganisation of the Research Section of the Board and expansion of its activities.

Training and Extension:

3.64. In view of the acute shortage of technically qualified persons to look after the development programmes of handicrafts, the Board has undertaken a few schemes to impart higher training in techniques of production with the assistance of master-craftsmen.

3.65. Besides this, the Board has also taken up advanced training programmes in marketing, emporia management, salesmanship, display, packing techniques, etc.

3.66. The Board has recently initiated a programme of deputing practising and skilled craftsmen from one area to another area to gain wider knowledge available in the country in their respective crafts.

3.67. The Board has also given financial assistance to five voluntary organisations for imparting training in the crafts in which they specialise.

CHAPTER IV

PROBLEMS AFFECTING THE TECHNIQUES OF PRODUCTION QUALITY OF PRODUCTS AND DESIGNS

Techniques of Production:

4.1. Research in techniques of production of handicrafts is very important. It is only recently that the importance of research in techniques of production has been recognised. This work can only be done at an all-India level, more particularly by the All-India Handicrafts Board.

4.2. The Group came across a few isolated instances of excellent results achieved by different institutions here and there. Mention may be made of the improved kiln and glazes at the Pottery Section of the Arts & Craft School, Madras; technique of wax mould for bronze casting at Board's Bronze Centre, Bangalore; latest techniques in production of bamboo article at Toy Centre, Mysore; Musical Instrument Centre at Sangeeta Vadyalaya, Madras; the Nirmal Industry, Hyderabad; and Dye Research Laboratory at Adyar, Madras.

4.3. The Group believes that much more should have been done in this field. We recommend that the Central Handicrafts Development Centre recently started by the Board should be properly organised and its activities accelerated and expanded. This is a field where we should profit from the experience of countries like Japan and Sweden.

4.4. The main difficulties experienced in this field are the absence of a suitable building to set up the centres, the non-availability of qualified staff, lower pay scales offered by the government departments and a number of formalities which have to be observed under the existing procedural rules.

4.5. The evolution of improved methods and equipment takes time and it needs thorough and exhaustive study before improvements can be suggested. In the opinion of the Group, the equipment for handicrafts should be of reasonably low capital cost, should be capable of being employed in small individual and co-operative units to increase efficiency and reduce cost without causing much labour displacement. The Group came across instances of training being imparted in the use of expensive machines, for example, bamboo stripping etc. in West Bengal. But this is not of much use because after training, the trainees could not afford to purchase these expensive machines. In such cases, it is suggested that common facility centres should be started to make available the services of these machines on nominal rates.

4.6. The Development Centre should study the tools and equipment as well as techniques of production in various crafts. Where power is available, benefit should be taken by light power driven machinery for preparatory repetitive simple processes such as sheet cutting, spinning, scrapping, buffing and polishing machines in brasswares; wood turning lathes, light drilling machines etc.

Supply of Raw Materials.

4.7. One of the major problems in stepping up of production to meet the increased demand is the inadequate and untimely supply of raw materials at reasonable prices. The shortage of supply of raw materials has been both in respect of imported and controlled articles and the problem has become acute during recent months in certain items, such as, ivory, brass, dyes for printing textiles, copper and silk yarn for zari industry, glass chatons, lac, tortoise-shell. The representatives of craftsmen, dealers and exporters at various places visited by the Group complained about the high prices and non-availability of adequate quantities of raw materials. The established importers have been exploiting the situation and the prices charged by them in the market have been exorbitantly high. The difficulty in procuring most of the raw materials is more in those cases where foreign exchange is involved.

4.8. The craftsmen do not have sufficient resources to purchase in bulk the raw materials which may be locally available or to import from abroad.

4.9. Recently imports of certain raw materials have been allowed under the "Export Promotion Scheme" and to the "Actual Users". But the actual craftsmen could not take benefit of these concessions, since under the Export Promotion Scheme only the exporters get the quota while under the Actual Users, it is only the employer-manufacturer who is in a position to import raw materials.

4.10. As regards the controlled items, it is the middlemen or the contractors who get quotas from the government and further supply to the craftsmen at considerably higher prices. Large quantities of brass scrap are disposed of by the Ordnance factories through auction and tender system which is beyond the reach of craftsmen, and the middlemen earn lot of profit by purchasing bulk quantities. The Group urges that steps should be taken to guarantee regular supply of raw materials to the craftsmen so that they can get adequate quantities at reasonable prices and at suitable intervals of time according to their purchasing and production capacity. The Group recommends that the Indian Handicrafts Development Corporation should assess the requirements of various State Governments and the government should issue the import licences to the Corporation for the import of these raw materials. For the distribution of these raw materials, each State Government should have a subsidiary organisation to the Handicrafts Corporation at the Centre. The subsidiary organisation should set up raw material depots as adjuncts to the emporia for their distribution. The depots should sell raw materials at fixed prices to the craftsmen and their co-operative societies.

4.11. To ensure the proper distribution of the raw materials, the State Governments should consider the setting up of suitable institutions through which the distribution could be done in a businesslike way.

Quality of Production.

4.12. During the last fifteen years, most of the important handicrafts have passed through at least one export boom period. The effect of expansion of markets and greater demand on quality has been devastating. The cut-throat competition among the middlemen who control the bulk of handicraft production has led, in recent years, to a deterioration in the quality of handicraft products. This deterioration in quality is partly due

to the incapacity of small producers and artisans to maintain standards when rush orders are executed, but largely due to deliberate debasement of quality in order to cut prices and secure orders.

4.13. As soon as a large foreign demand develops in a particular line, a number of new firms with little experience and with little stake in the trade enter it with the sole aim of making quick profits, sacrificing quality and supplying goods at variance with the approved samples. This damages the reputation of handicrafts in export markets.

4.14. It was, therefore, considered necessary to introduce quality control. Following the discussion at the Third Marketing Conference held at Puri, the Board has been emphasising the need for voluntary introduction of quality control in at least five to six important crafts in each State. For the guidance of the State Governments the Board has made detailed studies of some of the important handicrafts to test the feasibility of quality control in them. It has also set up a Central Technical Committee to work out technical details in respect of quality of raw materials, specifications and grades of products, standardisation of dimensions and weights, quality of workmanship and finish, fastness of colours and the system of quality marking and labelling suitable for various products.

4.15. Governments of U.P., Rajasthan, Punjab, Mysore and Madras have introduced quality marking in a number of important crafts in their States.

4.16. U.P. has been a pioneer in introducing quality control and its quality marking schemes cover six crafts viz., carpets of Mirzapur and Bhadoi; zari goods at Agra; hand-printed textiles at Farrukhabad; durries at Agra; gold threads and embroidered silk goods of Varanasi and brasswares of Moradabad.

4.17. Government of Rajasthan have recently started quality marking of textiles hand-prints at Sanganer and ivory articles and art brassware at Jaipur. The State Governments of Madras and Mysore have made a start with the quality marking of druggets meant for export.

4.18. In Punjab, quality marking scheme is in operation for dyeing and printing at Ludhiana while the West Bengal Government is taking steps for implementation of the quality marking scheme in hand-prints in cotton and silk.

4.19. The Group has studied a number of schemes relating to quality marking in U.P. where the schemes have been in operation for a period sufficiently long to draw lessons for future programme of quality control in handicrafts. It has been found that the laboratories are not well equipped, the scales of pay of inspectors are low, the staff at the Inspection Depots is very inadequate, the coverage of the quality marking is very limited both in terms of items as well as qualities. No effort has so far been made to induce the parties to contribute towards a part of the expenditure on Inspection Depots. While appreciating the progress in the quality marking scheme on voluntary basis, the Group is of the opinion that the registered co-operatives and government production

centres must be asked to become members of the Quality Marking Scheme.

4.20. The Group also recommends that well equipped laboratories should be set up with adequate competent staff at Inspection Depots.

4.21. The Inspection Depots should study the fair costs of production of various types of articles quality marked and review them periodically.

4.22. Although at some of the Centres in U.P. the scheme also covers the fixation of maximum fair price, the prices have not been reviewed ever since they were fixed, while at most of the centres no steps have been taken to fix similar prices. In Rajasthan, the scheme does not cover cost analysis and fixation of fair prices.

4.23. In order to encourage quality marked goods, the Government should give them preference in their purchases for emporia and other government departments.

4.24. The Working Group visited the Quality Marking Centres at Sanganer and Jaipur in Rajasthan; it also discussed various problems with the representatives of dealers and exporters at Madras and Bangalore.

4.25. The scheme is becoming increasingly popular and consumers have shown great interest in preferring quality marked goods to non-quality marked goods. It has had a significant effect on the export of goods. The Group considers it desirable that top priority should be given to schemes for quality marking in important crafts of each State and further technical details should be worked out as early as possible.

Design Development.

4.26. One of the main problems facing the handicrafts industry today is the proper designing of handicraft articles. For long, handicraft artisans have been sticking to traditional designs. The small traders and the manufacturers who generally control production and marketing of handicrafts by giving advances and allowing credits for raw materials to workers are generally ill-equipped to provide new ideas in designing to suit the tastes of the modern consumer. Neither the craftsmen nor the entrepreneurs are, therefore, able to bring into the industry new designs, new ideas which are so vital and crucial to the survival of handicraft industry. The recent shift in demand in domestic and the export markets has further isolated the small trader and producer from the requirements of these new markets. The innovations of the designs were made by the master-craftsman who used to cater to the aristocratic demand but under changed circumstances, master-craftsman himself under the stress of competition is busy with pushing the sales of his products rather than introducing new designs.

4.27. The Group visited Design Centres set up by the Handicrafts Board at Bangalore, Bombay, Calcutta and Delhi and those set up by the State Governments of Jammu & Kashmir at Srinagar and Orissa

at Cuttack. The table below shows the progress in the design development at these Centres:—

Name of the Centre	No. of traditional designs restyled and new designs evolved.		
	1956-57	1957-58	1958-59
Bombay	58	236	260
Delhi	193	200
Calcutta	107*	470*	2,007*
Bangalore	14	120	352
Srinagar	8	N.A.
Lucknow	N.A.	319	N.A.

* This includes the number of designs reproduced.

N.A. = Not available.

NOTE :—The above table should be interpreted with some care as in some of the designs minor alterations of the same basic design and pattern have been made. However, in many cases, it may be desirable to revive the old designs which have gone out of use ; the aim should not always be to strike a so-called change with no real improvement.

Though these Centres are doing useful and good work, nevertheless they have still not passed their teething troubles.

4.28. One of the important suggestions that was placed before the Group during its discussions with the craftsmen, dealers and representatives of co-operatives was the extension of existing design service and further coverage of additional crafts.

4.29. Considering the size of the country, the great variety of crafts and their regional peculiarities, very extensive effort is required to provide adequate design guidance to various craft centres in the country. In a small country like Japan which is more or less of the size of Orissa, there are as many as 400 design centres.

4.30. In the opinion of the Group, the design centres should be craft-oriented. In every important craft centre with a minimum of 50 craftsmen, a design centre should be set up under the supervision of a competent craft designer assisted by adequate and technically qualified staff which should also include some of the master-craftsmen of the area.

4.31. A large number of designs developed at these Design Centres are lying as exhibits in their show-rooms without being reproduced commercially. This has been due to lack of extension service by which these designs can be transferred to other artisans. In this connection mention may be made of the Regional Design Centre, Calcutta, which is located in the premises of a very well organised and sufficiently large-size co-operative society which provides facilities for the reproduction of various designs evolved and improved at the Centre. In fact, the co-operative society complained of the inability of the Design Centre to supply them the large number of designs they needed for various crafts. This is due to the fact that the Regional Design Centre is grossly understaffed.

*The Women Industrial Co-operative Home, Uday Villa, Kamarhati, 24 Parganas.

4.32. Sometimes, the market possibilities of the new designs are not properly explored and many designs after having been evolved do not sell. There seems to be lack of communication and contact with the consumers.

4.33. A satisfactory development of new design can take place through a proper liaison between the designers, the master-craftsmen and the marketing agencies like emporia and dealers. Each design centre should, therefore, have on its staff master-craftsmen of outstanding ability. In the development of new designs, due regard should be given to the suitability of raw material, costing of articles and marketing possibilities. The design centres should also make use of the sales data available with the emporia.

4.34. Design centres should have direct contact with craftsmen in the area either by regular visits to their place of work and/or by inviting them to the centres quite frequently to take benefit of expansion of design service at the centres. As far as possible, the expansion of design service should include the production of articles by the craftsmen in their own cottages with the help of master-craftsmen from the design centres till the craftsmen themselves are confident of producing independently on commercial basis at reasonable cost.

4.35. As a follow-up measure, there should be a direct link between the design centres, the craftsmen producing the articles and the marketing agencies viz., emporia as well as sales depots. Since extension of designs and production of the designs has been the main weakness so far in the design centres, we urge that effective extension service should be evolved.

4.36. The main hurdle in the expansion of design service has been the serious shortage of craft designers. The Group, therefore, recommends an immediate setting up of higher institutes for the training of designers.

4.37. The Group further recommends that the system of recruitment of craft designers and their scales of pay should be suitably revised so as to attract really competent persons. The training of the artisans in some of the government and private art schools so far has been poor and somewhat uninspiring.

CHAPTER V

MARKETING AND MANAGEMENT OF EMPORIA

Marketing:

5.1. Ever since the inception of the Board it was recognised that the organisation of wide distribution and sales of handicrafts all over the country was the foremost requirement in most of the handicrafts. The Report on the Marketing of Handicrafts recommended that for expansion of sales the number of sales depots should be increased and the quality of sales service should be improved. In addition each State emporium should offer sales facilities for goods from other States. It was further suggested that in three years' time all major cities (with a population of 5 lakhs or more), all class I towns (with a population of 1-5 lakhs), and all class II towns (with a population of 50,000-1 lakh) should be covered by emporia and sales depots. One of the important reasons underlying these recommendations was that the domestic market could be built up as the main base of reliance for our handicrafts, even though efforts for expansion of exports were to be made simultaneously.

5.2. To secure acceptance of this approach the Board convened four all-India Marketing Conferences and a Seminar where representatives of government and co-operative emporia and some of the private merchants were invited. This plan was adopted by almost all concerned.

5.3. The Group found that as against 148 depots recommended by the Marketing Survey 65 depots have been set up since the Survey was undertaken.

5.4. It is not possible to get complete figures for all the sales depots and emporia but the trend of sales can be judged from the results of some of the emporia:

Name of the Emporium	Sales		
	1953-54	1958-59	% rise
(Rupees in lakhs)			
Central Cottage Industries Emporium, New Delhi.	10.14	26.75	263.80
Kashmir Government Arts Emporium	23.00	35.70	155.21
Victoria Technical Institute, Madras	5.39	9.85	182.93
Hyderabad Cottage Industries Emporium, Hyderabad	2.34	6.72	287.18

Table showing sales at various emporia and sales depots from 1953-54 to 1958-59 is given in Appendix IX.

5.5. The All-India Khadi & Village Industries Sales Emporium in Bombay sold handicrafts and village industries' products (excluding Khadi) worth Rs. 6,13,856 in 1954-55 and Rs. 13,13,399 in 1958-59.

5.6. Besides the expansion of sales by the emporia, one of the encouraging results has been that in most of the important cities a large number of private dealers have started retailing handicrafts. Besides new shops opened by private merchants a number of established general merchants who used to retail imported consumer goods are increasingly adding handicrafts to their sales.

5.7. The Victoria Technical Institute, which used to cater primarily to foreign buyers some years ago, reported that not only had their volume of business expanded by 183 per cent in the last 5 years, but the purchases made by our own people are rapidly increasing. The Central Cottage Industries Emporium reported that whereas in 1957-58 the proportion of their sales to foreign and domestic buyers was 57.6: 42.4; in the year 1958-59 this proportion was 42.9: 57.1. (During this period their sales registered an increase from Rs. 18.23 lakhs to Rs. 26.75 lakhs).

5.8. Another evidence of wider distribution of handicrafts in the country is the number of shops and stalls that have been opened in recent years at places of tourist interest, airports and railway stations. In Aurangabad through which the visitors to Ajanta and Ellora pass, the stall-holders registered sales of Rs. 11,000 during 1958-59 and during the first four months of the current year their sales have exceeded Rs. 11,000.

5.9. In terms of securing a country-wide distribution of handicrafts much, however, remains to be realised. During the coming years efforts to set up a net-work of depots should be intensified.

5.10. One of the items for programme in the 'expansion of marketing' adopted by the Central and the State Governments was inter-State trading in handicrafts. Emporia run by each State Governments were to offer reciprocal facilities for sale of goods from other States. During the last five years considerable movement of goods from one State to another has taken place but this is mainly through co-operative or private marketing organisations. While most of the State Governments have agreed to the arrangement in principle, they have not yet been able to implement this decision fully and effectively.

5.11. Recently the Board has set up a Central Handicrafts Marketing Committee consisting of representatives of the important State Government emporia and other co-operative marketing agencies to give further stimulus and drive to the extension of inter-State marketing.

5.12. The Group recommends that early steps should be taken to implement this programme which is one of the effective ways of securing a larger volume of business for the handicrafts.

5.13. The Group feels that an exception should be made for some time in respect of Jammu and Kashmir which has opened a number of its branches in principal cities in India for sale of Kashmir handicrafts. Handicrafts industry is the major industry in Jammu and Kashmir State and occupies a unique place in the economy of the State.

5.14. The sales depots are also required to serve as procurement depots in their respective areas to meet the requirements of other emporia in the country. The Group, however, found that a number of emporia still have difficulty in procurement of goods from other areas. It is desirable that for a rapid development and smooth working of the marketing programme the procurement service should be developed by the depots at an early date.

5.15. Another objective set before the emporia was improvement in their sale service. This included improvement in showroom and display, special publicity of low and medium priced handicrafts, publicity and exhibitions and other amenities. It was also recognised that the emporia should have well-trained sales staff to provide good service to the consumers.

5.16. Except for a few emporia, the Group found that not much improvement has been made in this direction since the Marketing Survey in 1954. As we have stated elsewhere the selling of handicrafts is itself an art. Artistic showrooms having neatly arranged and well-displayed articles are important requisites. We, therefore, cannot urge too strongly the need for improvement in showrooms, display etc. in the interest of sales promotion. The need for training of salesmen has already been emphasised.

5.17. Apart from the sales policy the Marketing Survey has also laid emphasis on the purchase policy of the emporia, the treatment of artisans and the need for continuous sales analysis and control of overhead expenses.

5.18. The emporia should be discouraged from using the consignment system. They should instead adopt the system of outright purchases more suited to the needs of the craftsmen. The Group found encouraging progress made by several important emporia in the country, e.g. the Central Cottage Industries Emporium. The table below shows the relative share of consignment goods in the total sales of some of the important emporia:—

Name of the Emporium/State	Percentage of purchased and consignment goods to total sales	
	Direct purchases	On consignment
Central Cottage Industries Emporium, New Delhi	80%	18%
Assam	65%	20% (Balance from Production Centres)
Bihar	75%	
Rajasthan	70%	20%
Madras Handicrafts Emporium	65%	35%
Jammu & Kashmir	35%	17% (48% from Production Centres)
Madhya Pradesh	90%	10%

5.19. The emporia have, however, not made significant progress in establishing effective links with co-operatives. In Jammu & Kashmir the Group found that the extensive sales organisation of the State Government does not make any purchases from the handicrafts co-operatives for a variety of reasons including the fact that the co-operatives and emporia are under different ministries. There is no link between the co-operatives and the government sales organisations. This defect should be rectified.

5.20. The Group considers that in purchase policy of the public emporia preference should be given to products of producers' co-operatives.

5.21. The Group found that very few emporia have so far adopted the practice of regular and detailed sales analysis. Such analysis is very important for furnishing useful data which can assist the emporia in following sound purchase policy and in giving guidance to producers in respect of marketing of goods.

5.22. Overhead expenses in many of the emporia continue to be unduly high compared to their earnings. The Group suggests that a review should be made of individual emporia and, if necessary, management specialists should be asked to look into their working and suggest ways and means by which they can become commercially successful units.

5.23. Most of the departmentally run emporia were reported to be in great difficulty about their working capital. The system followed is that in the annual budget of the State a certain provision is made for the working capital of a depot out of which goods are purchased. As sales proceeds are realised these are credited to the treasury. This process is repeated year after year, but the procedure for sanctioning of budget each year and the drawal of funds must unavoidably cause some delays. This is not conducive to satisfactory commercial working. Steps must be taken to provide such emporia with revolving funds. Another of the difficulties caused by the present system is that when the annual provision is exhausted some time during the middle of the year on account of expansion of business, the emporia are not able to draw further funds for purchases without a supplementary budget, and sale proceeds which are deposited with the treasury cannot be withdrawn for this purpose.

5.24. The Group would also suggest for consideration and adoption by various emporia the example of the Handicrafts Emporium, Bangalore and the Central Cottage Industries Emporium, New Delhi where the association of a number of non-officials resident in the cities concerned have greatly influenced the expansion of sales as well as contributed to an improvement in management. The appointment of a non-official committee in Bangalore for instance has within a year helped in the expansion of sales from an average of Rs. 10,000 to Rs. 40,000 per month.

5.25. The Group agrees with the point of view placed before it by some of the States that the location of emporia is very important and that the type of buildings for emporia also requires special attention. Handicrafts require a type of accommodation suited to their artistic attribute. It is recognised that the display, lighting and other facilities required for selling handicrafts are special as compared with other consumer goods. The Group, therefore, recommends that the authorities concerned should take early steps to house emporia in suitable buildings which should be well located. Where suitable rented accommodation is not available, appropriate and adequate financial assistance should be provided for construction of emporia buildings.

5.26. On handicrafts no rebate to the consumers is allowed as is the case with handloom and khadi. In most States handicrafts are also not exempt from sales tax. Representations were made to the Group that

handicrafts be exempt from sales tax with a view to promoting the sales. The Group is not called upon to express an opinion on this matter though it recognises that handicrafts are hard selling items. The Group, however, suggests that positive and extensive measures of publicity should be undertaken. The assistance for publicity, exhibitions, show-cases, display etc. will have to be given for several years until the marketing is well-organised and sufficient consumer interest has been built up. This should be considered as necessary promotional developmental expenditure which will have to be incurred for general benefit.

5.27. In the extension of inter-State marketing the question of railway freight has been stated as one of the obstacles. Goods produced in the distant areas of the country, which do not have the benefit of having large metropolitan markets find that the extra cost on account of freight puts them in an adverse position as compared with other areas more fortunately situated. As such it was recommended that the present telescopic rates should have "more legs of shorter distance", 50% reduction in the freight should be given to handicrafts as to handloom goods, and handicrafts should be eligible for movement in small consignments in less than full wagon loads as is already permitted for products of small scale industries. Concessional rates should also be granted to movement of handicrafts goods from distant and insolated places such as Manipur and Tripura which are served only by air service.

5.28. The Group feels that this is a matter which should receive urgent and favourable consideration of the Railway and Civil Aviation authorities.

Management of Emporia and Salesmanship:

5.29. For efficient management of the emporia and sales depots, it is necessary that the managers incharge should have adequate commercial experience, initiative and capacity to take quick decisions, so essential for the economy and efficiency of a business undertaking. They should be capable of adapting their stocks in the emporia to the changing tastes and needs of the market. Thus, a reasonably high degree of business management is required for the efficient working of handicrafts emporia. The appointment of managers should therefore be solely governed by considerations of merit.

5.30. Some emporia have able and enterprising managers but in a majority of the emporia management lacks the business drive of commercial undertakings. They are bound by normal governmental rules and codes. The procedure of taking a decision is tardy and takes a very long time.

5.31. Handicrafts need an aggressive salesmanship. Salesmen should be well informed on various commercial details of a particular article that they are dealing with.

5.32. Generally speaking in many of the emporia the staff do not seem to be of the proper standard required for a progressive business organisation. The salesmanship is somewhat poor. The salesmen are not fully informed and are not well-trained. The managers generally have had routine administrative experience but little of commercial experience. Another reason for this state of affairs is the frequent inter-departmental transfers. The defective system of recruitment and poor pay scales have also contributed to managerial inefficiency.

5.33. The management of emporium and salesmanship should be looked upon as an art which requires special skill and should not be treated as a mere routine job. For their recruitment, the Group recommends an overall change in procedure and method of selection and the qualifications prescribed. Special skills and initiative rather than formal educational qualifications should be looked for in the sales and management personnel. The selection of managers and the staff should be governed solely by considerations of merit.

5.34. Some sort of incentives for performance should be provided in addition to salaries specially to the sales staff.

5.35. Though departmental management may be necessary in the formative stages, as soon as these emporia have grown to a reasonable size, the management should be transferred to autonomous bodies so that the marketing operations can be made more flexible with greater sensitiveness to changing situations and the object of taking prompt decisions.

5.36. The need for training in management and salesmanship is apparent. The Group has noted that a beginning has been made by the Board in this direction by organising such a course. However, the quality of instruction needs considerable improvement. Considering the special difficulties of marketing handicrafts at home and abroad the Group is of the opinion that these training courses should be properly organised with the assistance of foreign experts, if necessary. The selection of candidates for training should also receive special attention. In the past, some of the candidates sent for training have not been of the proper calibre.

5.37. The Group has observed that barring a few emporia, all others are running at a loss. In spite of the fact that large assistance from the government is given, the emporia continue to show losses. These losses are often written off against the government grant.

5.38. In the opinion of the Group, the emporia should now justify themselves in commercial terms and should regard themselves as a business. They should expand and show profits.

5.39. Their accounts should be audited regularly on commercial lines either by the government auditors or by chartered accountants and balance sheets should be prepared every year on commercial basis.

5.40. No doubt these emporia also perform certain developmental functions such as promotion of handicrafts but their promotional activities should be separated from their commercial operations for purposes of assistance.

5.41. The emporia should also make a more systematic periodical cost and sales analysis item by item so as to guide them in their operation, and in advising units in their production programmes.

Purchase Policy:

5.42. One of the factors responsible for restricted performance by the emporia has been their purchase policy. At places it was found that emporia purchase handicrafts through tenders. This seems to be a cumbersome procedure as it entails long delays. It also does not give

fair opportunity to the artisans to supply their goods. The tender system is certainly not suitable for handicrafts purchases. There are also other difficulties for the artisans who are not in a position to take advantage of the tender system.

Packing:

5.43. The Group observed that the packing of handicrafts at the retail counters of the various emporia was unsatisfactory and made in poor quality wrapping paper. The Group suggests that the articles for the consumers at the retail counters should be packed in attractive wrappers in a presentable manner as is done in Japan for gift packing.

Display Art:

5.44. Display of handicrafts is of great importance in the sales promotion at different emporia. Proper display is one of the methods of effective appeal to the consumer specially for artistic goods. Emporia and depots should not display articles as is done in a museum. Proper training in display should also form part of the training programme in the field of handicrafts.

5.45. The Group noted with satisfaction that display arrangements in some of the emporia specially the Central Cottage Industries Emporium, New Delhi, the Handicrafts Emporium, Bangalore, the Victoria Technical Institute, Madras, were very effective while at others much is left to be desired.

5.46. The Group has noted that the Board recently conducted two courses, *viz.*, (i) management of emporia; and (ii) display. The Group feels that this should be strengthened and integrated with other training programmes referred to already. All major emporia in the country should in near future be in a position to have at least one display artist.

Sales Analysis:

5.47. The Group has noted that in some of the emporia, there are excessive stocks of slow-moving and unsaleable articles. The purchase policy should, therefore, be guided by sales analysis of the different kinds of items. It is also necessary that a comparative study of the prices of different handicrafts and the relative costs of machine-made goods should be made from time to time. For this purpose, it would be desirable to have specialised staff in sales analysis and market research.

5.48. In a few emporia training facilities in sales analysis are available. The Group feels that the training courses in sales analysis should form an integral part of the programme of training in handicrafts.

Co-ordination of marketing activities of various all-India Boards and Commission:

5.49. It has been observed by the Group that:

- (i) in several cities different all-India Boards/Commission have set up separate emporia to sell their own products, *e.g.* there are emporia for khadi, handloom, handicrafts and small scale industries products;

- (ii) the State Governments have set up their emporia not only in their own State but in other States as well, *e.g.* in Delhi there are handicrafts emporia of Rajasthan, U.P., Madhya Pradesh, Jammu and Kashmir and Punjab;
- (ii) the State Governments, in addition, have also set up in certain States separate emporia for different products, *e.g.* handloom, handicrafts, etc; and
- (iv) in some of the States, the States' emporia are working side by side with State assisted emporia run by co-operative and other private organisations.

5.50. It is clear that the above requires some urgent reform because there is obviously considerable duplication resulting in (a) excessive overheads, and (b) too much capital being unnecessarily sunk. It also creates a certain amount of confusion and dissatisfaction among the public.

5.51. The explanation that is sometimes given for this is that Board/Commission are free to set up their own emporia and the State Governments are equally free to develop the marketing of their goods in their own way. To the Group, these explanations do not seem logical or tenable. It is true that in the case of Khadi Commission, there might be some apprehension that if khadi products are sold along with handloom products, the danger of their mixing up and the risk of not selling guaranteed khadi is great. The Group has given some attention to this and feels that this is not a problem which cannot be satisfactorily solved. The Group has considered the views of the Handicrafts Board in this matter.

5.52. The Group recognises the need for separate specialised Boards/Commission to deal with different small and cottage industries so far as development is concerned, but it feels that there is great scope for mutual co-operation and co-ordination so far as marketing is concerned. It is also aware of the fact that all commodities produced by small industries sector cannot be lumped together and sold in the same shop, *e.g.*, pumps and engines, mechanical equipment and bolts and nuts handled by the Small Scale Industries Board cannot be sold alongwith brocades and other artistic handicrafts and handloom fabrics. In this matter, we will have to be guided by the shopping habits of the consumers and their convenience to keep a number of complementary goods under the same roof (*e.g.*, sarees under the purview of the Handloom Board and shawls and chappals falling under the category of handicrafts are complementary to one another).

5.53. It would add to the convenience of the consumer if he is able to see and select at one place the wide range of articles of the same nature offered by various States of the country such as gift items, sarees, shawls etc.

5.54. Each of the all-India Boards/Commission should, therefore, discuss and adopt such combinations of items which can be sold at the same place without hurting each other's interests.

5.55. The Group notes that the Khadi & Village Industries Commission is already taking action in this direction and has permitted handicrafts being sold in the sales depots under its control. Similarly, handicrafts emporia and sales depots are selling handloom goods in vast quantities.

Inter-State Marketing:

5.56. As regards the policy of the State Governments of establishing emporia in other States, Group suggests that the various State Governments should concentrate their energies and resources in building up emporia and sales depots within their respective territories. These emporia and sales depots shall also sell the goods of other States on reciprocal basis. This will result in considerable saving in overhead costs, especially in terms of rent of emporia, costs of management etc.

5.57. In regard to inter-State marketing, the Group is of the opinion that it would be advantageous if every State tries to market its goods through the agency of other States so as to ensure that each State does not suffer on account of lack of space or proper display arrangements. As soon as the States have entered into some working arrangement with each other, there should be no serious handicap to anybody.

5.58. So far as Jammu and Kashmir is concerned, handicrafts occupy a special place in its economy and, therefore, special consideration has naturally got to be given to them. Jammu and Kashmir, we suggest, should be given a longer period to fall in line with other States.

5.59. The Group also recommends that in each State special care should be taken to ensure that competing Boards/Commission and competing sales agencies are avoided.

5.60. The Group also feels that it would be highly desirable to constitute an All-India Standing Committee consisting of an independent Chairman and representatives of the all-India Boards/Commission whose functions would be to meet and formulate policies to deal with the problems relating to marketing and other allied functions of the Boards/Commission.

5.61. The Group has considered the question of State marketing; it feels that the State entry into marketing should be regarded as a short-term activity specially to rehabilitate the handicraft industry and the policy should be to withdraw from this field as soon as co-operatives and other institutions have been established which can take over the marketing functions effectively. Even during the transitory period, we feel that there should be a phased programme whereby the State Governments will hand over the management of emporia to co-operative organisations.

Export Promotion:

5.62. Amongst the manufactured goods which India exports the handicrafts occupy a unique position. They are distinct in character and quality, and have a strong appeal. Even before the planned development of handicrafts was taken up, our handicrafts had been popular abroad. Visiting foreigners and exporters made significant contribution to this popularity.

5.63. However, it is only after the Handicrafts Board was set up that a planned effort has been made to give extensive publicity to our handicrafts in the foreign countries. As we have stated earlier, during the last 6 years the Handicrafts Board participated in 58 foreign exhibitions and fairs. The exhibitions covered all principal countries, such as the U.S.A., Canada, U.K., the Continent, East European countries, East Africa, South East Asia, Middle-East, China and the U.S.S.R.

5.64. These exhibitions have served a useful purpose in bringing our handicrafts to the notice of a large number of people all over the world. They have also helped in stimulating foreign importers, wholesalers and retailers.

5.65. The Group could not get accurate data of annual exports of handicrafts. This is primarily due to the present system of customs classification where a clear distinction is not made between certain types of articles which are made by handicrafts and by factories or mill industries. The Marketing Survey had recommended in 1954 that customs authorities be persuaded to amend the customs classifications so that it is possible to get the accurate data about the export of handicrafts.

5.66. We cannot over-emphasise the need for early reform in the customs classifications in respect of different commodities. This is necessary not only from the point of view of handicrafts but in the general interests of all commodities having an export market. It is only on the basis of periodical reliable figures of products that a proper watch can be kept on export performances of different items.

5.67. However, within these limitations the Group has tried to assess whether exports of handicrafts have improved during the past years.

5.68. A recent Survey of Marketing Potential for the Indian Handicrafts in the United States sponsored by the All-India Handicrafts Board shows that in respect of 25 categories of handicrafts exports rose from \$ 0.93 million in 1950 to \$ 4.73 million in 1956.

5.69. The U.S.S.R. which had not imported any handicrafts till 1955, has since imported handicrafts worth Rs. 19.33 lakhs (till end of December, 1958). Similarly, East Germany, Poland, Czechoslovakia and Yugoslavia have begun to import our handicrafts. Since 1956 total exports of handicrafts to these countries have been Rs. 13.06 lakhs (till end of December, 1958).

5.70. Another indicator of increased exports is provided by a study of certain selected crafts e.g., exports of ivory goods have increased from Rs. 1.93 lakhs in 1953-54 to Rs. 4.91 lakhs in 1958; of brass and bronze artwares from Rs. 32.33 lakhs to Rs. 99.66 lakhs; of woollen shawls from Rs. 5.44 lakhs to Rs. 9.65 lakhs; and of mats and matting from Rs. 1.13 lakhs to Rs. 4.72 lakhs.

5.71. The number of exporters who have registered themselves with the Handicrafts Board so far is 263. Out of this 60 exporters entered the field after 1952. Out of the new entrants 34 have reported an export business of Rs. 52.34 lakhs in 1958.

5.72. Only a couple of years ago foreign buyers did not consider it worthwhile to send their buyers to India for making purchases. Their main difficulty in sending buyers was an impression that the volume and variety of articles was too small to justify the expense for sending their buyers. With the beginning of 1958 the situation seems to have altered favourably and a number of foreign buyers from the USA and the Continent have visited India and made large purchases. More than that Indian handicrafts were sold through special exhibitions organised by foreign importers for the purpose which also brought in a lot of publicity. For example, M/s. Bon Marche in Paris; M/s Selfridges in London; M/s Crome & Goldschmidt in Copenhagen; M/s Loebb Bros. in Berne; M/s Cluett Peabody & Co., in New York; and La Rinecente in Milan organised special exhibitions.

5.73. Another important and helpful development has been the setting up of new organisations such as the Products of India, New York and Export Development Corporation, San Francisco. These organisations set up with U.S. capital are devoted entirely to the import and marketing of Indian handicrafts.

5.74. The Survey of Marketing Potential in the United States has also pointed out that there is scope for substantial expansion of exports to the United States. It has drawn attention to the fact that although imports into U.S.A. from India of different categories of handicrafts rose from \$ 0.93 million in 1950 to \$ 4.73 million in 1956, yet during the same period the U.S. market for same categories experienced a great expansion with the result that despite the increase India's share in the market in respect of these particular items dropped from 5% in 1951 to 2.77% in 1956. The Survey further points out that the U.S. business houses indicated that imports from India of the following classes of goods have a highly promising potential : neck-ware, hand bags, gifts, toys, women shoes, floor covering, linen and blankets, men furnishings. The Survey also estimated that potential for 1959 was of the order of \$ 6.3 million.

5.75. The Group considers that it will be very useful to know the extent to which this export potential is taken advantage of during 1959.

5.76. The copies of this Survey were made available to the exporters. At the same time the Government of India invited a delegation from the United States consisting of representatives of important business houses in the United States and the variety of our handicrafts offered were shown to this Delegation through numerous exhibitions organised in different parts of the country.

5.77. The Group feels that the various useful recommendations made by the Survey regarding merchandising technique, quality control, packing, design and styles, promotion and publicity, fairs and exhibitions training, tourism, etc., should be given effect to as early as possible. The Group feels that besides making the results of such surveys available to exporters, the Handicrafts Board and the Handicrafts Corporation should take some positive measures to encourage and help the producers of the type of goods for which the Survey found substantial market potential.

5.78. The Group found a common approach in the recommendations made by various committees and delegation who have studied the problem of handicrafts exports during the last three years. The Report of the Indian Trade Delegation to West Germany, the Report of the U.S. Trade

Development Mission, the Report of Mr. Peter Kauffmann on Indian Handicrafts, the reports of the various teams sent by the Board to the various exhibitions deserve special mention.

5.79. All these reports draw attention to urgent need for equal attention being given to production of exportable goods, to need for control and inspection of quality, improvement in packing together with need to set up well equipped sales promotion centres and sample rooms in important markets abroad.

5.80. Various proposals for implementing these recommendations still seem to be at the stage of consideration or planning. The Group feels that these multiple measures to sustain and expand export markets should be implemented at the earliest.

5.81. The need for continuous market research in important foreign markets is apparent. The demand in these markets is determined by changing fashions and there is a stiff competition from other countries.

5.82. The Indian Handicrafts Development Corporation which was set up in 1958 has already undertaken some of these functions. The Group considers that it would be helpful to give a brief summary of the nature of services which the Handicrafts Corporation is to perform and the progress that it has made during the last one year. A brief summary of its report is, therefore, given in Appendix X.

CHAPTER VI

IMPACT OF DEVELOPMENT EXPENDITURE ON PRODUCTION, EMPLOYMENT, WAGES AND LEVEL OF EARNINGS OF CRAFTSMEN

6.1. The complete data about production, employment, wages and level of earnings is not available on account of various reasons. However, some information has been collected from sources such as government centres, co-operatives, private dealers, exporters, emporia/sales depots and also through discussions with craftsmen, dealers, exporters and their associations and co-operatives. The available information is illustrative but not complete and is summarised below.

6.2. In Hyderabad employment potential has increased by 30% from 1956-57 to 1958-59. The range of earnings has increased from Rs. 25-40 p.m. in the year 1953-54 to Rs. 40-80 in the year 1958-59. The wage rates paid to the members of the co-operative societies were 10 to 20% higher than those prevailing two years back.

6.3. In Delhi the wages of craftsmen in various crafts (zari, zardozi, ivory carving, metalware) are reported to have nearly doubled since 1954.

6.4. In West Bengal, the monthly earnings of craftsmen engaged in important crafts such as mat weaving, artistic pottery, clay modelling and dolls, ivory carving, artistic weaving on cotton, artistic leather crafts, hand-printing on cotton and silk, have increased due mainly to more regular employment and better marketing facilities. However, rates of wages have not increased to the same extent as the earnings. In brass and bell metal industries there has been a decrease in the earnings due to shortage of raw materials.

6.5. In Tripura, monthly earnings of craftsmen engaged in important crafts such as umbrella handle manufacturing, hand-printing of cloth, artistic weaving of cloth, have been gradually increasing since 1954. With the extension of marketing facilities and other promotional measures, the sale of handicrafts has been ensured and as a result monthly earnings of craftsmen have shown a rising trend.

6.6. In Madhya Pradesh the wage level of hand-printers associated with the government assistance have increased from Rs. 1.50 to Rs. 2.50 per day. The number of craftsmen employed has also increased. In papier mache the earnings of a skilled craftman have increased from Rs. 2 to Rs. 5 per day while of an unskilled worker from Rs. 0.75 to Rs. 1.50 per day. For soap stone, wage level has increased from Rs. 1.50 to Rs. 2.50 per day. It is reported that this increase has been due to development assistance in the form of advancing credit facilities, placing of definite orders for supplies with the workers and organisation of co-operatives.

6.7. In Jaipur the trend in the wages of craftsmen in some of the important crafts is given below:—

Craft	wages per day (in rupees)		
	1956-57	1957-58	1958-59
1. Pottery	1/8/-	2/-/-	2/8/-
2. Papier Mache	1/8/-	2/-/-	2/8/-
3. Tie & Dye	1/-/-	1/8/-	2/-/-
4. Printed Fabrics	1/-/-	1/8/-	2/-/-
5. Lac Bangles.	1/-/-	1/8/-	2/-/-
6. Ivory Carving	2/8/-	3/-/-	4/-/-

6.8. As regards Jammu and Kashmir, table below shows the trend in earnings of workers in the co-operatives for the last four to five years:—

Craft	Earning per worker per month (in rupees)				
	1954-55	1955-56	1956-57	1957-58	1958-59
(1) Carpet	56·00	70·00	104·00	113·00	110·00
(2) Wood Carving :					
A—grade	90·00	105·00	105·00	135·50	N.A.
B—grade	60·00	75·00	75·00	97·50	N.A.
C—grade	45·00	52·75	52·75	67·50	N.A.
D—grade	30·00	37·55	37·55	52·55	N.A.
(3) Pashmina embroidery :					
A—grade	45·00	52·50	67·50	67·50	75·00
B—grade	30·00	45·00	37·50	37·50	45·00
C—grade	22·50	26·25	30·00	30·00	30·00
(4) Papier Mache :	1953-54				
A—grade	90·00	116·25
B—grade	75·00	101·25

6.9. Placing these bits of data together, the Group has arrived at the following conclusions:—

- (1) Production has considerably increased;
- (2) Favourable conditions for stable and fuller employment for the skilled craftsmen have been created and in the case of skilled craftsmen the question is not of employment but availability; and
- (3) The wage rates have increased only slightly but the earnings of craftsmen have increased considerably as a result of more regular and stable employment and greater employment opportunities for skilled craftsmen in the family.

CHAPTER VII

INSTITUTIONAL STRUCTURE.

7.1. For healthy development of an industry, a reasonable institutional framework is necessary to regulate and facilitate its operations. In the field of handicrafts, there are few organisations or associations of craftsmen, manufactures, dealers and exporters which are active and which provide useful service to the industry. Co-operative organisations in handicrafts are only of very recent origin and are small in number.

7.2. During the last four to five years, various developmental measures taken by the government have resulted in increased demand for handicrafts in India and abroad. The requirements of these markets, especially the export market, are so exacting that without an efficient and sound organisational structure embracing all stages of production and distribution, no substantial advantage can be taken of the opportunities thus created.

7.3. The handicrafts industry lacks internal discipline and there are no standards of business conduct. With a view to evolving and adhering to standards of business conduct, quality control, fair wages and prices and mutual settlement of disputes, there is an urgent need for the promotion of associations, co-operatives and other corporate institutions in the field of handicrafts.

7.4. The need for minimum institutional framework is further felt so as to provide a link between the government and the industry which is so essential for proper understanding of the needs of the industry and for drawing a suitable programme for its development.

7.5. Further, in order that the development programme should move closer to the craftsmen, it is necessary that individual craftsmen join together and form associations and co-operatives to voice the needs and requirements of their members before various government agencies.

7.6. There are a number of common problems such as procurement and distribution of raw material, publicity, which can be usefully undertaken by joint action.

7.7. The need for trade associations of both dealers and craftsmen was also stressed by the Report on the Marketing of Handicrafts.

7.8. The Marketing Survey Report has suggested that as fore-runners to co-operatives, general associations of handicraft workers should be formed because it is easier to introduce co-operation if corporate consciousness has first been created through these associations and suitable leaders for co-operatives are thrown up in the process.

7.9. In order to assess the present position of handicrafts associations, the All-India Handicrafts Board sponsored a survey which was completed in 1958.

7.10. The Group feels that systematic and determined effort should be made to assist the craftsmen, dealers, manufacturers and exporters to form associations, co-operatives and chambers, where necessary. The objective should be that handicrafts industries build up their own voluntary associations for introducing self discipline and standards of quality and for encouraging mutual aid and self-help.

CHAPTER VIII

INDUSTRIES PROGRAMME IN COMMUNITY PROJECTS

8.1. An additional point of reference was given to the Group by the end of April, 1959, asking the Group to cover the industries programme in the Community Development Projects. The Group had already made arrangements for getting the information in respect of other items and had not enough opportunity of considering this subject in full details. Its tour programme had already been fixed. However, it was possible for some of the members of the Group to visit three Community Development Projects *viz.*, Sanganer in Rajasthan, Mulug in Andhra Pradesh and Haveli in Bombay.

8.2. The Group had also the advantage of consultation with the Minister for Community Development.

8.3. The Sanganer Project has mainly devoted its attention to the production of hand-made paper, calico printing, artistic durries and plastic toys. In Mulug, the members of the Group saw how the tassar silk was being produced from the stage of rearing of cocoons to the final stage of weaving the tassar. In Haveli, the Project has training classes for doll making and glass toys.

8.4. The general impression of the Group was that while the Community Development Projects were trying to provide opportunities for training in various crafts, many of them were not really selected carefully with a view to their adaptation and possible utilisation by the rural artisans.

8.5. The Group would like to stress the need for the revival of rural crafts by setting up rural craft museums and by putting them on sale at emporia and sales depots. This point was also emphasised by the Minister for Community Development.

8.6. We regret that it was not possible for the Group to give firm recommendations covering the above but we are glad to know that a Study Team has recently been constituted for this purpose, thereby rendering our task perhaps unnecessary.

CHAPTER IX

HANDICRAFTS IN THE THIRD PLAN

9.1. A programme for the development of handicrafts during the Third Plan can be conceived only in the context of broader and important aspects of national economy. It is clear that the present restrictions on the import of consumer goods are likely to continue during the Third Plan period. On the other hand there will be a stepping up of investment with the consequent expansion of purchasing power. This will create a favourable market situation for consumer goods, especially in rural areas. It would, therefore, be essential to step up production of indigenous consumer goods. With their capital saving techniques handicrafts can make a significant contribution to the total output of consumption goods.

9.2. In the context of expanded domestic market for consumer goods as well as the need to stimulate exports, handicrafts undoubtedly occupy an important position in the national economy during the Third Plan. Exports during the last two years have been Rs. 6.36 crores and Rs. 6.68 crores in 1957 and 1958 respectively. In the Third Plan it is recommended that every effort should be made to increase the target of exports so as to attain an annual export of about Rs. 11 crores by the end of the Plan period which would represent an increase by about 75%. Besides consideration of consumption needs and urgency of stepping up of exports, the expansion of handicrafts will lead to increased employment. The experience of the Second Plan has shown that handicrafts have made a significant contribution in removing under-employment among craftsmen and have opened out opportunities for new employment. Keeping in view all these aspects, the Group considers that there is considerable justification and scope for the continued development of handicrafts.

9.3. To clarify the role of handicrafts in the Third Plan, it is necessary to make a distinction between different types of handicrafts in terms of the types of consumers. There are certain types of handicrafts such as nirmal ware, jewellery, ivory carving, brocades etc., which cater to the foreign markets, tourists, and the upper income groups of our own society. These handicrafts have received by far the major attention during the First and Second Plans. With certain additional measures of design and quality improvements etc., it should be possible for this category of handicrafts to prosper increasingly on their own with diminishing state assistance.

9.4. The second category of handicrafts cater to the needs of our middle and lower middle class consumers. From an analysis of the development expenditure incurred by the State Governments and the Board it is clear that very little has been done during the Second Plan to improve and build up their organisational efficiency and techniques. Hand printing industry is a case in point. The number of artisans skilled in this work is estimated at two lakhs. With the exception of a

very small number who do special type of printing and can thus withstand competition from the mills, the majority of those workers are faced with serious under-employment and unemployment.

9.5. The third category of handicrafts are the rural crafts catering mostly to rural consumption. During the Second Plan period no worthwhile programme for development has been undertaken with regard to these crafts. As has been stated earlier, the demand for consumer goods will rise in the rural areas during the Third Plan. If the handicraft industries were to provide employment to at least one craftsman for each of our villages, there is need and scope for the employment of about 6 lakhs artisans.

9.6. It follows that the handicrafts programme during the Third Plan will have to cover an area much larger than that has been attempted so far. There may have been justification during the Second Plan to operate this programme on a small scale to assess the prospects, gain experience, and draw lessons—but as the fore-going report shows the experience of the development of handicrafts has been encouraging in terms of employment as well as production. The prospects, for much broader and diverse programme embracing the different categories of handicrafts, are encouraging from all accounts. In the light of the experience gained and results obtained so far, the Third Plan should lay emphasis on the development of the second and the third categories of handicrafts as well as accelerate (with some inner modifications) the activities undertaken so far to provide sustenance to the handicrafts of the first category.

9.7. We have also considered the fact that first hold of the Second Plan was mainly devoted to the building up of interest and understanding in the development and promotion of handicrafts and in building up development organisation at the Central and the State levels. The activities and correspondingly the expenditure, therefore, have been very small during the first two years of the Second Plan (expenditure during 1956-57 and 1957-58 was Rs. 45.0 lakhs and 68.6 lakhs respectively). But with the beginning of the third year, i.e. 1958-59, the activities and correspondingly the expenditure registered a great improvement over the first two years of the Second Plan. The expenditure during 1958-59 was Rs. 102.5 lakhs, 227.8 per cent higher than in 1956-57. At the same time the performances of the individual States also registered an improvement e.g. the utilisation in Madras rose to 100% in 1958-59 from 18.1% in 1956-57; in Bihar to 100.0% from 11.3%; in U.P. to 87.2% from 31.2%; in Orissa to 84.8% from 22.5%; in Andhra to 78.1% from 53.1% and in Punjab to 76.7% from 40.0%.

9.8. The annual investment on handicrafts in the last year of the Second Plan will thus be of the order of Rs. 1.75 to 2.00 crbes. In considering the outlay for the continuation schemes alone, the average of the last two years of the Plan would, in this case, be a better guide than the total expenditure during the full Plan period.

9.9. We envisage that during the Third Plan the present nature and tempo of activities should more or less continue with some adjustments and modifications in the light of our various recommendations. On this

basis a provision of Rs. 10 crores for the five years of the Third Plan would be necessary for the development activities already initiated.

9.10. For the development of the second and third categories of handicrafts, we consider that a minimum 10 crores of rupees would be necessary.

9.11. We have also attempted a rough breakdown of investment in terms of the different types of activities as below:—

Type of Activity	(Amount in crores of rupees)	
Marketing	3.00	} General Services
Design Development	1.50	
Export Promotion	1.50	
Co-operatives & Associations	1.50	
Training (all kinds)	1.00	
Publicity, Exhibitions and Publications	1.25	
Quality Marking	0.75	
National, Regional and Rural Craft Museums	1.00	
Economic Research	0.50	
Credit Insurance Fund	1.00	
<i>Industry-wise</i>		
Category 1	} 6.00	} Production
Category 2		
Category 3		
Technical improvements	0.50	
Miscellaneous	0.50	
TOTAL	20.00	

9.12. On the above basis, we recommend an outlay of Rs. 20 crores for the development of handicrafts during the Third Five Year Plan.

	Sd/- P. S. Lokanathan.	Chairman
	N. C. Kasliwal	Member
1st September, 1959.	P. N. Dhar	Member
	L. C. Jain	Member
	S. A. Teckchandani	Member-Secretary

SUMMARY AND CONCLUSIONS

Chapter II.—Government Policy and Objectives:

(1) Handicrafts have far greater importance than is indicated by the volume and value of their production because they embody cultural and artistic tradition of the country.

(Para 2.10)

(2) Main objectives for the development of handicrafts should be:

(1) to strengthen and support the skilled artisans and to ensure them stable and regular employment;

(2) to preserve the essential traditional skill and craftsmanship and to improve the quality and designs of our handicrafts;

(3) to provide employment opportunities;

(4) to ensure that handicrafts contribute increasingly to national production;

(5) to give a new orientation to handicrafts production so as to combine both art and utility; and

(6) to develop handicrafts both for exports and domestic consumption.

(Para 2.11)

(3) The Handicrafts Board, though mainly an advisory body, has exercised a great influence in the development of handicrafts.

(Para 2.15)

Chapter III.—Provision Made and Actual Expenditure in the First Three Years of the Second Five Year Plan (1956-57 to 1958-59):

Plan Provision:

(4) Under the Second Five Year Plan, a provision of Rs. 9 crores was originally made for the development of handicrafts—6 crores for the State schemes and 3 crores for the Central schemes. Subsequently, this provision was reduced to Rs. 5 crores—1.7 for the Central schemes and 3.30 for the State schemes.

(Para 3.1)

Amount Sanctioned and Utilised:

(5) During the first three years of the Plan period, Rs. 153.5 lakhs were sanctioned for Central schemes and Rs. 223.8 lakhs for State schemes out of which Rs. 107.4 lakhs and Rs. 108.7 lakhs have been utilised respectively.

(Para 3.2)

(6) Monetary utilisations do not always reflect really the progress achieved. The assessment, therefore, should be both in quantitative and qualitative terms.

(Para 3.3)

STATE SCHEMES

Training:

(7) Training schemes have been more predominant and accounted for about 36.7 per cent of the total amount sanctioned during the three years of the Plan period. Very often these schemes have been prepared without much preliminary thinking about their need.

(Paras 3.7 & 3.8)

(8) Only at a few centres proper type of training is being imparted. Otherwise, the quality, the method and duration of training leave much to be desired. In running these centres, the State Governments are inherently handicapped by administrative rules, regulations, procedures and certain other pressures.

(Paras 3.10 & 3.11)

(9) With a few exceptions, training has been provided to new recruits from non-artisan classes, who have not been able to stand on their own feet after training. The emphasis should be rather on finding work for the unemployed and under-employed skilled craftsmen than on training of new recruits.

(Para 3.12)

(10) The States should give only advanced training to practising craftsmen and leave the preliminary training to the apprenticeship system, which should be suitably re-adapted to the present needs.

(Para 3.13)

(11) The Centrally assisted schemes of the State Governments should be put on joint basis, although the States' contribution in the initial stages might be small. Similarly assistance for such schemes run by autonomous bodies or co-operatives should cover both Central and State shares.

(Paras 3.14, 3.15 & 3.17)

Production Centres :

(12) The practice of combining training with production is not desirable. The accounts of the two functions should be kept separately. On production side costs of articles should be worked out on commercial lines. Normally, production centres should be run by co-operatives or voluntary agencies. However, with a view to maintaining quality and preventing shortages, the Government may step in for a short initial period.

(Paras 3.18 & 3.19)

Co-operatives:

(13) Many of the co-operatives have not been functioning satisfactorily and some of them are somewhat spurious organisations. The need for good and efficient co-operatives is apparent.

(Para 3.20)

Research:

(14) Very little attention has so far been paid to research, surveys, quality marking and design development. These should be given due place. Surveys of important handicraft centres are essential.

(Paras 3.22 & 3.23)

Publicity :

(15) The attention so far paid to publicity has been very inadequate as compared with needs.

(Para 3.25)

Procedure for Formulation, Submission, Scrutiny and Sanction of State Schemes:

(16) Schemes should be drawn up in consultation with craftsmen, manufacturers and dealers.

(Para 3.28)

(17) The State Governments do not have adequate, trained and experienced staff to look after development programmes for handicrafts. The schemes have been scrutinised more from administrative and audit points of view than developmental and commercial aspects.

(Para 3.29)

(18) In the earlier years, the procedure for scrutiny and sanction of the schemes was involved and dilatory. Since May 1958, the new procedure has greatly eliminated the delays. The State Governments should review annually each of the continuation schemes on merits. New schemes within the ceiling should not be referred to the Planning Commission. New schemes involving deviation from the pattern of assistance and adjustment of outlay under various heads, and schemes outside the handicrafts programme should be referred to the Planning Commission.

(Para 3.33)

Pattern of Financial Assistance:

(19) In the pattern of financial assistance from the Centre for the development of handicrafts, there should be no discrimination in regard to the amount and terms of grants which are given to the co-operatives as compared with similar State-run developmental and commercial schemes.

(Para 3.39)

(20) The government may consider the possibility of giving initial capital to co-operatives for a period of 10 to 15 years either in the form of interest free deposits or indivisible reserve fund. The first charge on the profits of the co-operative should then be the clearance of the deposit or the indivisible reserve fund.

(Para 3.41)

(21) Following the pattern of financial assistance given by the State Bank of India to the small scale industries, the possibility of providing similar assistance to handicrafts should be carefully and sympathetically explored.

(Para 3.42)

Credit Insurance Fund:

(22) The government may consider the possibility of establishing a Handicrafts Credit Insurance Fund for guaranteeing loans to *bona fide* producers and dealers by recognised banking institutions.

(Para 3.43)

CENTRAL SCHEMES:

(23) Out of the amount of Rs. 153.5 lakhs sanctioned for the Central schemes, Rs. 107.4 lakhs have been utilised. This includes Rs. 13.2 lakhs utilised by the Indian Handicrafts Development Corporation.

(Para 3.45)

(24) The centres run directly by the Board are handicapped by administrative rules, regulations and procedures.

(Para 3.47)

Training, Production and Research:

(25) The work done at the Doll Centres, Bombay and Sangeeta Vadyalaya at Madras is commendable and their activities should be expanded. The educational wooden toys produced at the Bombay Centre are definitely superior to those produced so far. The dyes perfected at the Dye Research Laboratory, Kalakshetra, Madras, are attractive and sarees produced are distinctive.

(Paras 3.48, 3.49 & 3.52)

Exhibitions and Export Promotion :

(26) Participation in foreign exhibitions has introduced Indian handicrafts extensively and has also led to the stimulation of demand for them. National exhibitions and mobile exhibitions have popularised handicrafts and widened the domestic markets beyond their local or provincial limits.

(Paras 3.58, 3.59 & 3.60)

Research and Surveys :

(27) The Planning & Research Section of the Board has not been able to measure up to its tasks. The research output has been pitifully small. The Section should be immediately reorganised and its activities should be expanded.

(Para 3.63)

**Chapter IV.—Techniques of Production, Raw Materials,
Quality of Products and Designs:***Techniques of Production:*

(28) Research in techniques of production has been taken up recently. In this field, much more should have been done. The Central Handicrafts Development Centre started by the Board should be properly organised and its activities accelerated and expanded.

(Paras 4.1 to 4.3)

(29) The equipment for handicrafts should be of reasonably low capital cost, should be capable of being employed in small individual and co-operative units to increase efficiency and reduce cost without causing much labour displacement. Where introduction of expensive machines is considered necessary, these should be made available through common facility centres. Light power-driven machines should be introduced for preparatory repetitive simple processes.

(Paras 4.5 & 4.6)

Supply of Raw Materials :

(30) The Indian Handicrafts Development Corporation should assess the requirements of imported and controlled raw materials from various State Governments. The government should issue import licences and allot quotas for these raw materials to the Corporation for further distribution. State Governments should set up suitable organisations subsidiary to the Corporation for the distribution of these raw materials, as adjuncts to the emporia.

(Paras 4.10 & 4.11)

Quality Control :

(31) Laboratories should be well-equipped with adequate and competent staff at Inspection Depots and fair cost of production should be studied periodically.

(Paras 4.20 & 4.21)

(32) The government should give preference to the quality marked goods in their purchases for emporia and other government departments.

(Para 4.23)

(33) Top priority should be given to schemes for quality marking particularly for exportable items and technical details should be worked out as early as possible.

(Para 4.25)

Design Development :

(34) The four design centres of the Board and the three of the State Governments are doing useful and good work. Nevertheless, they have still not passed their teething troubles.

(Para 4.27)

(35) Design centres should be craft oriented. In every important craft centre with a minimum of 50 craftsmen, a design centre should be set up under the supervision of a competent craft designer assisted by adequate and technically qualified staff which should also include some of the master-craftsmen of the area.

(Para 4.30)

(36) An effective design extension service and proper liaison between the design centres, the craftsmen, manufacturers and the marketing agencies should be evolved.

(Paras 4.32 to 4.35)

(37) To remove serious shortage of craft designers, higher institutes for training of designers should be set up immediately.

(Para 4.36)

(38) The system of recruitment of craft designers and their scales of pay should be suitably revised so as to attract really competent persons.

(Para 4.37)

Chapter V.—Marketing and Management of Emporia:

Marketing:

(39) Since 1953-54, 65 emporia/sales depots have been set up and the sales of handicrafts have been rising gradually. At some of the important emporia (New Delhi, Hyderabad, Madras), the sales have registered rise of 155 to 287 per cent.

(Paras 5.3 & 5.4)

(40) Handicrafts have become quite popular and in some of the important cities private dealers have started retailing handicrafts. Although the markets for handicrafts have been widened beyond their local or provincial limits, much remains to be realised. Efforts to set up a net-work of sales-cum-procurement depots should be intensified and procurement service should be developed.

(Paras 5.6, 5.8, 5.9 & 5.14)

(41) All State Governments should take early steps to implement the programme of inter-State marketing on reciprocal basis. Exception should be made for Jammu and Kashmir for some time, as the handicrafts industry occupies a unique place in that State.

(Paras 5.12 & 5.13)

(42) Sales staff should be properly trained. The showrooms and display should be improved and articles which are within low and medium price-range should be neatly and conspicuously displayed.

(Paras 5.15 & 5.16)

(43) The emporia have not made significant progress in establishing effective links with co-operatives, particularly in Jammu and Kashmir. Preference should be given to products of co-operatives.

(Paras 5.19 & 5.20)

(44) Regular and detailed sales analysis should be made by the emporia.

(Para 5.21)

(45) Overhead expenses of the emporia continue to be unduly high and should be reviewed by management specialists.

(Para 5.22)

(46) Emporia should be provided with revolving funds for their working capital.

(Para 5.23)

(47) Possibility of associating non-officials interested in handicrafts with the emporia in the big cities should be considered.

(Para 5.24)

(48) Early steps should be taken to house the emporia in suitable well-located buildings. Where suitable rented accommodation is not available, adequate financial assistance should be provided for construction of emporia buildings.

(Para 5.25)

(49) Adequate assistance for publicity, exhibitions, showcases, display, etc., should be given till the industry stands on its own.

(Para 5.26)

(50) The Railway and Civil Aviation authorities should be approached to consider urgently and favourably the reduction in freights on handicrafts. The present telescopic railway freight rates should have more "legs of shorter distance", and handicrafts should be made eligible for movement in small consignments by the railways.

(Paras 5.27 & 5.28)

Management of Emporia and Salesmanship:

(51) The appointment of managers should be solely governed by considerations of merit. The salesmen should be well informed on various commercial details of the articles they sell.

(Paras 5.29 & 5.31)

(52) The procedure and method of selection and the qualifications for the recruitment of managers and salesmen should be suitably changed. Special skills and initiative rather than formal educational qualifications should be looked for in the sales and management personnel.

(Para 5.33)

(53) Incentives for performance should be provided for sales staff in addition to salaries.

(Para 5.34)

(54) The course for training in management of emporia and salesmanship started by the Board should be properly organised and the quality of instruction improved. The trainees should be properly selected.

(Para 5.36)

(55) The emporia should now justify themselves in commercial terms and should function in a businesslike manner. They should expand and show profits. Their accounts should be regularly audited on commercial lines and balance sheets should be prepared every year. Their promotional activities should be separated from the commercial operations. They should make a more systematic periodical cost and sales analysis.

(Paras 5.38 to 5.41)

Purchase Policy:

(56) The system of purchases by inviting tenders is certainly not suitable for the emporia.

(Para 5.42)

Packing:

(57) The articles at the retail counters should be packed in attractive wrappers and in presentable manner.

(Para 5.43)

(58) Proper training in display should be provided in the integrated training programme of the Board which should be strengthened. All major emporia in the country should have at least one display artist.

(Paras 5.44 & 5.46)

Sales Analysis and Market Research:

(59) All major emporia should have specialised staff in sales analysis and market research. Training in sales analysis should form an integral part of the Board's training programme.

(Paras 5.47 & 5.48)

(I) Co-ordination of Marketing Activities of Various All-India Boards and Commission:

(60) The setting up of separate emporia for products of handloom, handicrafts, etc. covered by different Boards/Commission and separately by various State Governments in principal cities has given rise to considerable duplication of marketing efforts and has resulted in excessive overheads and unnecessary sinking of too much capital. There is a great scope for mutual co-operation and co-ordination between the various Boards/Commission and the State Governments. Each of the all-India Boards/Commission should discuss and adopt such combinations of items which could be sold at the same place without jeopardising each other's interests.

(Paras 5.58, 5.53 & 5.54)

(61) In setting up emporia and sales depots, State Governments should concentrate within their respective territories and sell the goods of other States on reciprocal basis. Jammu and Kashmir should be given a longer period to fall in line with other States. In each State special care should be taken to ensure that competing Boards/Commission and competing sales agencies are avoided.

(Paras 5.57 to 5.59)

(62) An All-India Standing Committee consisting of an independent Chairman and representatives of the all-India Boards/Commission should be constituted to formulate policies and to deal with the problems relating to co-ordination of marketing activities of various Boards/Commission.

(Para 5.60)

(63) The state entry into marketing of handicrafts should be regarded as a short-term activity. A phased programme should be drawn up to hand-over the management of emporia to co-operative/registered organisations.

(Para 5.61)

Export Promotion:

(64) The Board's participation in various foreign exhibitions and fairs has stimulated interest among the foreign importers, wholesalers and retailers.

(Para. 5.64)

(65) Present system of customs classification should be suitably amended.

(Paras 5.65 & 5.66)

(66) An export potential for Indian handicrafts to the United States for 1958-59 of the order of \$ 6.3 million has been estimated by a recent Survey. It will be useful to know the extent to which advantage has been taken of this export potential. The recommendations of the Survey

should be given effect to as early as possible. Positive measures should be taken by the Board and the Corporation to encourage and help the producers of the type of goods for which the Survey has found substantial export potential.

(Paras 5.74, 5.75 & 5.77)

(67) Urgent attention should be given to production of exportable goods, control and inspection of quality, improvement in packing and setting up of well-equipped sales promotion centres and sample rooms in important markets abroad. Continuous market research and adequate publicity of handicrafts should be made in important foreign markets.

(Paras 5.79 & 5.81)

Chapter VI.—Impact of Development Expenditure on Production, Employment, Wages and Level of Earnings of Craftsmen:

(68) Production has considerably increased. Stable and fuller employment for skilled craftsmen has been created. The wage rates have increased only slightly but the earnings of craftsmen have increased considerably.

(Para 6.9)

Chapter VII.—Institutional Structure:

(69) Systematic and determined effort should be made to assist the craftsmen, dealers, manufacturers and exporters to form associations, co-operatives and chambers.

(Para 7.10)

Chapter VIII.—Industries Programme in Community Projects:

(70) Rural crafts should be revived by setting up rural craft museums and by putting their products on sale at emporia and sales depots.

(Para 8.5)

Chapter IX.—Third Five Year Plan:

(71) An increase of 75 per cent. in the exports of handicrafts should be aimed at during the Third Five Year Plan. Thus, a target of about Rs. 11 crores could be reached by the end of Third Plan period.

(Para 9.2)

(72) During the First and Second Plans, major attention was given to the development of handicrafts which cater to the foreign markets, tourists, and the upper income groups in the domestic market. In the Third Plan, adequate sustenance should be provided to the activities already undertaken. For this, a provision of Rs. 10 crores is considered necessary. Sufficient attention should be paid to the handicrafts which cater to the needs of our middle and lower middle-class consumers as well as rural crafts. For this, a minimum provision of Rs. 10 crores should be provided in the Third Plan.

(Paras 9.3, 9.4, 9.5 & 9.10)

(73) The total sum envisaged for the development of handicrafts for the Third Plan period will be Rs. 20 crores.

(Para 9.12)

List of Appendices

		PAGES
Appendix I	Letter addressed to State Governments asking for information on various aspects of the programme for the development of handicrafts.	60—63
Appendix II	List of handicrafts under the purview of the All India Handicrafts Board.	64—65
Appendix III	Table showing State-wise annual plan allocation, the amount sanctioned for various State schemes and utilised during the first three years of the Second Plan period, 1956-57 to 1958-59	66—67
Appendix IV	Table showing scheme-wise amount sanctioned for and utilised by the State schemes from 1956-57 to 1958-59.	68—131
Appendix V	Table showing category-wise amount sanctioned for various State schemes and utilised during 1956-57 to 1958-59	132
Appendix VI	Table showing category-wise amount sanctioned for various State schemes and their percentage during 1956-57 to 1958-59	133
Appendix VII	(A) Statement showing year-wise amounts sanctioned and utilised by Pilot Centres of the Handicrafts Board from 1955-56 to 1958-59	134—138
	(B) Statement showing the number of persons trained, the rate of stipend & duration of training at the Training Centres started by the Handicrafts Board from 1956-57 to 1958-59	
Appendix VIII	Table showing amount sanctioned for and utilised by various exhibitions participated in and organised by the Handicrafts Board from 1953-54 to 1958-59	139—145
Appendix IX	Statement showing year-wise sales at Handicrafts Emporia from 1953-54 to 1958-59	146—154
Appendix X	Indian Handicrafts Development Corporation Ltd.; Summary of its activities.	155—157

APPENDIX I

Most Immediate

S. A. Teckchandani, M.A.,
Chief Executive Officer

No. HB (NR). E.U.1 (1)/59

Government of India

Ministry of Commerce and Industry

ALL INDIA HANDICRAFTS BOARD

Janpath, Taj Barracks,

New Delhi, the 1st April, 1959.

Dear Shri-----

As you must be aware, Government of India in the Ministry of Commerce and Industry in their memorandum No. 30 (1)/59-H.S. (1) dated the 9th March, 1959 have set up a Working Group to evaluate the progress in the development of handicrafts industries during the Second Five Year Plan. Copy of the memorandum is enclosed for your information.

In order to achieve the objective in view and the short time at the disposal of the Group, we would request for your assistance and cooperation in furnishing information on the following points to enable the Group to gauge the progress made in the development of handicrafts industries in your State:—

- (1) Scheme-wise provisions made—both Central assistance and State's contribution, from 1952 to date, separately for grants and loans and the actual expenditure incurred, separately out of grants and loans provided.
- (2) Increase in production and employment achieved as a result of expenditure referred to at (1) above.
- (3) Improvements in techniques of production and quality of products under the following headings:—
 - (a) list of important crafts in the State and the places of their concentration;
 - (b) total employment and value of production craftwise (latest available), at various places, as at (a) above;
 - (c) list of new products developed during the last four years and at which places. The factors which induced the development of these new products should also be mentioned.
 - (d) any improvements effected in the techniques of production and quality of products with detailed illustrations of such specific cases.

(4) *Levels of earnings:*

- (a) present earnings per month of various craftsmen, category-wise, in important crafts, at important centres;
 - (b) trends in monthly earnings of craftsmen since 1954 in important crafts of the State at various important centres;
 - (c) in case of increase in earnings as at (b) above, whether it has been due to:—
 - (i) more regular employment;
 - (ii) better marketing facilities; and
 - (iii) higher rates of wages per day or per piece;
 - (d) in case of decreases in earnings as at (b) above, reasons may be given.
- (5) Number of persons trained (in case of training and training-cum-production schemes) under the following heads.—
- (a) hereditary class;
 - (b) other classes; and
 - (c) number of trained persons absorbed in the industry after the completion of their training.

I would be most grateful if the information could be supplied by the 15th of this month as the Working Group are required to finish and submit their report to the Government by the end of May, 1959.

Yours sincerely,

Sd/-

(S. A. Teckchandani)

To

- (i) Secretaries,
Industries Department,
All State Governments.
- (ii) Directors of Industries,
All State Governments.

Copy of Memorandum No. 30 (1)/59-HS (1) dated the 9th March, 1959 from the Ministry of Commerce and Industry to the Chief Executive Officer, All-India Handicrafts Board.

SUB.—Setting up of a Working Group for evaluation of handicrafts industries.

The undersigned is directed to say that it has been decided to set up a Working Group to evaluate the progress in the development of handicrafts industries during the Second Five Year Plan. The constitution of the Group will be as follows:

Chairman

- (i) Dr. P. S. Lokanathan, Director-General, National Council of Applied Economic Research, New Delhi.

Members

- (ii) Shri N. C. Kasliwal, M.P., 12, North Avenue, New Delhi.
(iii) Shri Chentsal Rao, Secretary, Federation of Indian Chambers of Commerce and Industry, 28, Ferozshah Road, New Delhi.
(iv) Shri L. C. Jain, Member-Secretary, All-India Handicrafts Board, New Delhi.
(v) Prof. P. N. Dhar, Delhi School of Economics, Delhi.

Secretary

- (vi) Shri S. A. Teckchandani, Chief Executive Officer, All-India Handicrafts Board, New Delhi.

Shri Teckchandani will function also as convener of the Working Group.

The Working Group may from time to time co-opt Directors of Industries from various States for specific periods and for specific purposes.

2. The evaluation studies should include the following:—

- (i) Provision made and the actual expenditure in the first three years and the main items on which the expenditure has been incurred;
(ii) Increase in production/levels of development and employment achieved as a result of the outlay;
(iii) Improvements achieved in techniques of production and quality of products;
(iv) Increase in the earnings of artisans;
(v) Number of persons trained and the number of trained persons absorbed in the industry;
(vi) Increase in exports of products or diminution in imports of corresponding products;

- (vii) Improvements in administrative and organisational set up for the efficient implementation of the programme, with special reference to the progress of industrial cooperatives;
- (viii) Shortfalls in expenditure, if any, below the provisions made and the reasons therefor;
- (ix) Shortfalls in production/development, if any, below the targets of levels of development envisaged and the factors accounting for the same;
- (x) A general appraisal of the extent to which the results achieved have been commensurate with the outlay, with particular reference to the cases in which the results have been poor or disappointing (the appraisal should include an examination of the extent to which the industry has been stabilised and thus enabled to reduce its dependence on subsidies, government-assisted marketing, government finance and other forms of government assistance);
- (xi) An assessment of the extent to which the shortfalls in (viii) and (ix) above were due to temporary causes or special difficulties of an unavoidable character and how far they are due to the basic weaknesses of the programmes or limiting conditions of a durable character; and
- (xii) Lessons of experience for the Third Five Year Plan.

3. The report of the Working Group may be submitted to the Ministry by the end of May, 1959. Before finalisation of the report, however, the Group might discuss the same with this Ministry at which a representative of the Planning Commission will also be associated.

4. Monthly progress reports, in triplicate, may be forwarded to the Ministry.

APPENDIX II

List of Handicrafts

- Textiles :** Handprinting and traditional dyeing of textiles ;
Brocades ;
Himroo ;
Carpets and druggets ;
Rugs, gabbas and namdas ;
Embroidery (Cotton, silk, wool and zari) ;
Lace and lace work including nakki and gota making ;
Shawls.
- Metalware :** Silver and gold ware ;
Bidri ;
Filigree ;
Brassware and copperware ;
Bronze work.
- Wood Work :** Wood carving and inlay ;
Lacquer work including nirmal work ;
Decorative furniture.
- Ceramics :** Pottery and earthenware.
- Stonework :** Stone-carving including marble work and alabaster.
- Toys :** Dolls, toys other than mechanical toys.
- Leather :** Leather goods (artistic work).
- Ivory :** Ivory carving.
- Papier-mache :** Papier mache articles.
- Horn :** Artistic articles.
- Bone :** Artistic articles.
- Cane, Bamboo, etc. :** Articles made of cane, bamboo willow, straw and grass including mats and pithcraft.
- Incense & Perfumery :** Incense and perfumery.
- Flax & Fibre :** Handicraft articles made of flax and fibre.
- Bangles & Beads :** Bangles and beads.
- Musical Instruments :** Musical instruments.

Conch-shell and Semi-precious Stones : Articles made of conch-shell and semi precious stones.

Miscellaneous : Miscellaneous traditional art objects such as Orissa, Mysore and Tanjore paintings ; handicraft products specially made for ceremonies ; articles of worship ; and theatrical requisites such as costumes, masks, puppets, etc.

APPENDIX III

Table showing state-wise annual plan allocation, the amount sanctioned for various State schemes and utilised during the first three years of the Second Plan period

(Rs. in lakhs).

State	1956-57			1957-58			1958-59			Total for three years		
	Plan Allocation	Amt. Sanctioned	Amt. Utilised	Plan Allocation	Amt. Sanctioned	Amt. Utilised	Plan Allocation	Amt. Sanctioned	Amt. Utilised	Plan Allocation	Amt. Sanctioned	Amt. Utilised
1. Andhra	6.00	3.2	1.7 (53.1)	4.60	4.3	2.6 (60.4)	4.50	5.5	4.3 (78.1)	15.10	13.0	8.6 (66.1)
2. Assam	1.30	0.8	0.3 (37.5)	1.00	1.6	0.6 (37.5)	1.80	1.3	0.5 (38.4)	4.10	3.7	1.4 (37.8)
3. Bihar	1.44	4.4	0.5 (11.3)	4.50	5.1	1.8 (35.2)	5.00	1.3	1.3 (100.0)	10.94	10.8	3.6 (33.3)
4. Bombay	11.16	4.6	3.6 (78.3)	4.00	4.5	1.7 (37.8)	5.00	5.5	2.5 (45.4)	20.16	14.6	7.8 (53.4)
5. J. & K.	3.30	3.0	2.5 (83.3)	5.50	5.7	4.3 (75.4)	3.93	2.1	1.7 (80.9)	12.73	10.8	8.5 (78.7)
6. Kerala	2.18	2.7	.. (00.0)	2.00	4.2	0.7 (16.7)	4.50	5.7	1.9 (33.3)	8.68	12.6	2.6 (20.6)
7. Madhya Pradesh	3.30	3.7	1.2 (32.4)	4.00	3.9	2.1 (53.8)	5.00	3.1	1.2 (38.7)	12.30	10.7	4.5 (42.0)
8. Madras	2.17	16.5	3.0 (18.1)	10.25	13.6	9.6 (70.6)	9.00	8.9	9.2 (103.4)	21.42	39.0	21.8 (55.9)
9. Mysore	3.60	3.8	0.7 (18.4)	3.00	7.0	2.4 (34.3)	7.00	3.5	0.8 (22.8)	13.60	14.3	3.9 (27.3)

10. Orissa	2.00	4.0	0.9 (22.5)	4.00	5.2	3.9 (75.0)	5.00	3.3	2.8 (84.8)	11.00	12.5	7.6 (60.8)
11. Punjab	6.00	2.0	0.8 (40.0)	2.50	3.6	1.7 (47.2)	6.75	6.0	4.6 (76.7)	15.25	11.6	7.1 (61.2)
12. Rajasthan	4.00	1.0	0.5 (50.0)	4.50	3.4	1.8 (52.9)	7.50	4.2	2.7 (64.3)	16.00	8.6	5.0 (58.1)
13. U. P.	5.10	9.6	3.0 (31.2)	6.50	10.4	5.2 (50.0)	9.50	7.8	6.8 (87.2)	21.10	27.8	15.0 (53.9)
14. West Bengal	6.14	11.7	3.5 (29.9)	4.50	11.3	3.4 (30.1)	7.50	7.0	3.8 (54.3)	18.14	30.0	10.7 (35.7)
15. Delhi	0.50	0.3	.. (0.0)	0.75	1.25	0.3	.. (0.0)
16. Himachal Pradesh	..	0.3	.. (0.0)	1.00	0.5	0.0 (00.0)	0.29	0.4	.. (0.0)	1.29	1.2	0.0 (00.0)
17. Manipur	..	0.6	.. (0.0)	0.60	0.5	0.1 (20.0)	0.40	0.5	0.3 (60.0)	1.00	1.6	0.4 (25.0)
18. Tripura	0.20	0.2	0.1 (50.0)	0.19	0.1	.. (0.0)	0.39	0.3	0.1 (33.3)
19. Pondicherry	0.30	0.3	.. (0.0)	0.30	0.3	.. (0.0)
20. Andaman & Nicobar	0.20	0.1	0.1 (100.0)	0.20	0.1	0.1 (100.0)
TOTAL	57.69	71.9	22.2 (30.9)	63.35	85.3	42.0 (49.2)	83.91	66.6	44.5 (66.8)	204.95	223.8	108.7 (48.6)

NOTE :—Figures in brackets indicate percentage utilisation to amount sanctioned in the year.

APPENDIX

Table showing scheme-wise amount sanctioned and utilised during

STATE :

Name of the Scheme	1956-57						1957-	
	Amount Sanctioned		Amount Utilised		Amount Sanctioned			
	Central	State	Central	State	Central	State	Central	State
I	2	3	4	5	6	7		
1. Extraction of Palmyrah fibre and rope making, Visakhapatnam	G.	2,200
	L.
2. Weaving of Asia Rumals at Chirala	G.	2,750	..	1,375
	L.	11,250	..	11,250
3. Lacquer & wooden toys centre, Ettikopakka	G.	12,776	8,124	12,776	9,124	..
	L.
4. Ivory & Horn Industry at Secunderabad	G.	11,930	5,430	7,550	1,050	4,380	4,380	..
	L.	7,406	..	7,406
5. Housing Facilities & common production programme for Himroo workers	G.	18,675	18,675
	L.	19,250	19,250
6. Three training-cum-production centres for Bamboo and Rattan craft at Nellore, Kudur and Thumpala	G.	9,300	3,480	9,300	3,480	..
	L.
7. Production-cum-training Centre for wooden toys at Tiruchanur	G.	11,100	7,400	598	497	10,502	6,903	..
	L.
8. Two Bamboo & Rattan Craft Centres at Guntakal and Araku.	G.	5,200	3,224	845	604	15,184
	L.	800
9. Kalamkari Printing at Masulipatnam	G.	850	850	850	850	..
	L.	7,500	5,625	1,875	..
10. Carpets & Drugget Industry at Warrangal	G.	2,940	..	2,940	..	9,320	9,320	..
	L.
11. Silver filigree industry at Karimnagar	G.	3,500	1,500	3,500	1,500
	L.	25,000	..	25,000
12. Mat weaving industry at Yengunda	G.	1,200	..	1,200	..	4,000	4,000	..
	L.	4,000
13. Artistic woodware industry at Udayagiri	G.	5,850	3,350	5,850	3,350	..
	L.	1,500	1,500

IV . .

three years of the Second Plan (1956-57 to 1958-59)

ANDHRA

G= Grant

L= Loan

58		1958-59				Total for 3 years			
Amount Utilised		Amount Sanctioned		Amount Utilised		Amount Sanctioned		Amount Utilised	
Central	State	Central	State	Central	State	Central	State	Central	State
8	9	10	11	12	13	14	15	16	17
..	2,200
..
..	2,750	..	1,375	..
..	11,250	..	11,250	..
9,919	1,745	18,888	..	13,540	..	44,440	18,248	17,459	1,745
..
4,380	4,380	5,430	5,430	5,430	5,430	21,740	15,240	17,360	10,860
..	7,406	..	7,406	..
..	..	24,850	..	24,850	..	62,200	..	24,850	..
..	..	8,000	..	8,000	..	46,500	..	8,000	..
6,562	2,696	18,000	..	15,681	..	36,600	6,960	22,243	2,696
..
3,935	3,108	8,560	..	6,252	..	30,162	14,303	10,785	3,605
..	..	7,500	..	7,500	..	7,500	..	7,500	..
5,855	..	13,584	..	12,892	..	33,968	3,224	19,592	604
..	800
850	850	3,177	942	3,177	942	4,877	2,642	4,027	1,792
5,625	1,875	7,500	..	7,500	..	20,625	1,875	13,125	1,875
9,320	9,320	1,470	1,470	1,470	1,470	13,730	10,790	13,730	10,790
..
..	..	1,500	1,500	1,500	1,500	5,000	3,000	5,000	3,000
..	25,000	..	25,000	..
3,463	3,462	1,500	1,500	1,487	1,487	6,700	5,500	6,150	4,949
4,000	4,000	..	4,000	..
3,998	749	3,355	3,355	1,947	1,946	15,055	10,055	5,945	2,695
1,500	3,000	..	1,500	..

		1	2	3	4	5	6	7
4. Government Cottage Industries Sales Depot, Hyderabad.	G.	15,400	15,400	15,400
	L.	100,000	..	100,000
15. Emporium at Rajahmundry	G.	..	2,000	..	2,000
	L.	6,000	..	6,000
16. Beads work at Jangaon	G.	2,700	3,700	3,700
	L.	10,000	10,000	10,000
17. Central wool processing and dyeing centre at Elluru	G.	17,350	17,350	17,350
	L.	100,000
18. Sales Emporium at Tirupati	G.	7,000	7,000	7,000
	L.	9,000
19. Central Sales Emporium, Vijayawada	G.	1,628
	L.
20. Development of Nirmal Industry, Hyderabad	G.
	L.	50,000
21. Development of wooden toys at Kondapalli	G.
	L.
22. Development of ivory, tortoise shell & horn industry at Visakhapatnam	G.
	L.
23. Scheme for the development of Mat weaving industry in Community Development Block, Nellore District.	G.
	L.
24. Survey of handicrafts in Andhra Pradesh	G.
	L.
25. Development of Bidri Industry through Cooperatives.	G.
	L.
26. Development of quilt industry at Kuppam.	G.
	L.
27. Development of musical instruments making at Bobbili	G.
	L.
28. Two class II Sales Depots at Warrangal and Visakhapatnam	G.
	L.
29. Staff for handicrafts	G.
	L.
TOTAL	G.	1,03,671	36,358	18,008	5,651	1,34,915	84,857	84,857
	L.	1,78,706	..	1,49,656	..	1,99,375	11,875	11,875
GRAND TOTAL		2,82,377	36,358	1,67,664	5,651	3,34,290	96,732	96,732

HRA

8	9	10	11	12	13	14	15	16	17
3,976	3,976	61,100	61,100	61,100	61,100	91,900	76,500	65,076	65,076
..	100,000	..	100,000	..
..	2,000	..	2,000
..	6,000	..	6,000	..
..	1,000	2,700	2,700	1,636	1,635	5,400	6,400	1,636	2,635
10,000	10,000	10,000	10,000	10,000	10,000
13,350	13,350	4,000	4,000	3,560	3,559	21,350	21,350	16,910	16,909
100,000	100,000	..	100,000	..
4,111	4,111	4,560	4,560	2,850	2,850	11,560	11,560	6,961	6,961
9,000	9,000	..	9,000	..
..	..	4,350	4,350	2,987	2,987	5,978	4,350	2,987	2,987
..
..	50,000
..	..	10,000	200	9,470	200	10,000	200	9,470	200
..
..	..	4,000	3,000	2,348	1,347	4,000	3,000	2,348	1,347
..	..	3,500	..	3,500	..	3,500	..	3,500	..
..	..	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700
..	..	4,000	..	4,000	..	4,000	..	4,000	..
..	..	19,418	..	3,170	..	19,418	..	3,170	..
..
..	..	28,100	..	28,100	..	28,100	..	28,100	..
..	..	8,000	..	8,000	..	8,000	..	8,000	..
..	..	730	730	730	730	730	730	730	730
..	..	5,000	..	5,000	..	5,000	..	5,000	..
..	..	768	767	768	767	768	767	768	767
..	..	5,000	..	5,000	..	5,000	..	5,000	..
..	..	40,000	40,000	9,709	9,708	40,000	40,000	9,709	9,708
..	..	50,000	..	46,848	..	50,000	..	46,848	..
..	..	15,479	15,479	10,507	10,505	15,479	15,479	10,507	10,556
..
63,719	48,747	2,97,219	1,52,783	2,26,861	1,09,863	5,35,805	2,73,998	3,08,588	1,64,261
1,30,125	11,875	98,500	..	95,348	..	4,76,581	11,875	3,75,129	11,875
1,93,844	60,622	3,95,719	1,52,783	3,22,209	1,09,863	10,12,386	2,85,873	6,83,717	1,76,1

		1	2	3	4	5	6	7
1. Training Centre in knitting embroidery and needle work.	G.	13,350	13,350	4,130	..	12,600	13,000	
	L.
2. Development of dolls and toys making	G.	..	22,600	12,686	..	22,258	47,900	
	L.
3. Development of mat making	G.	..	11,600	..	5,882	..	17,316	
	L.
4. Development of village pottery	G.	..	20,500	..	6,072	..	8,678	
	L.
5. Cane and Bamboo Work Centre	G.	20,140	19,300	
	L.
TOTAL	G.	13,350	68,050	16,816	11,954	54,998	1,06,194	
	L.
GRAND TOTAL		13,350	68,050	16,816	11,954	54,998	1,06,194	

AM

8	9	10	11	12	13	14	15	16	17
12,325	..	7,000	14,456	7,000	2,255	32,950	40,806	23,455	2,255
..
12,439	..	22,258	23,842	22,258	1,584	44,516	94,342	47,383	1,584
..
..	9,650	..	23,356	..	6,783	..	52,272	..	22,315
..
..	8,678	..	6,630	..	6,630	..	35,808	..	21,380
..
8,787	10,000	14,340	14,340	4,929	..	34,480	33,640	13,716	10,000
..
33,551	28,328	43,598	82,624	34,187	17,252	1,11,946	2,56,868	84,554	57,534
..
33,551	28,328	43,598	82,624	34,187	17,252	1,11,946	2,56,868	84,554	57,534

		1	2	3	4	5	6	7
1. Development of wood & Laquerware through co-operatives.	G.		6,000	2,000
	L.		15,000
2. Assistance to the co-operatives of bamboo workers.	G.		4,500
	L.	
3. Development of Papiermache craft, Gamaria	G.		5,329	3,329	14,736	1,600
	L.	
4. Development of calico printing at Bihar Sharif	G.		13,960	4,700	7,694	..	4,700	5,806
	L.		20,000
5. Development of carpet & druggets industry Obra and Bhabuwa	G.		13,360	27,676	4,000
	L.		9,400	4,000	..
6. Embroidery-cum-knitting centre in community Project areas.	G.		63,960	47,060	34,000	..	29,960	53,360
	L.	
7. Development of calico printing in N.E.S. Blocks	G.		15,914	13,204	10,506
	L.	
8. Development of glass bangles industry at Jiwadhara.	G.		16,020	11,320	13,020	14,558
	L.	
9. Development of laquerware and lacpainted goods, Patna.	G.		18,090	10,090	13,680
	L.	
10. Centre for palmyrah Leaf products.	G.		6,170	5,170	3,420
	L.	
11. Development of sikki goods and mat industry	G.		6,170	5,170	5,170
	L.		11,250	..
12. Common facility centre for bamboo products in Durbhanga District.	G.		30,075	..	10,000	..	20,075	1,02,018
	L.		50,000
13. Two basket making centres	G.		11,246	19,086	2,883	..	8,363	..
	L.	
14. Development of toymaking centre at Ranchi	G.		96,00	4,500	31,293
	L.		22,000
15. Marketing organisation for Handicrafts, Patna.	G.		6,000	6,000	..
	L.		18,000	18,000	..
16. Development of decorative pottery at Ranchi	G.		10,134	11,434
	L.	
17. Experimental project for dehydration of leeches	G.		8,700	..
	L.	
18. Wood carving and inlay work at Lalganj.	G.		8,428	14,028
	L.	

BIHAR—*contd.*

	1	2	3	4	5	6	7
19. Centre for cloth dolls	G.	12,740	..
	L.
20. Centres for flower bowls and other artistic products at Ranchi	G.
	L.
TOTAL	G.	2,26,394	77,495	54,577	..	2,02,666	2,70,873
	L.	1,34,400	33,250	..
GRAND TOTAL		3,60,794	77,495	54,577	..	2,35,916	2,70,873

8	9	10	11	12	13	14	15	16	17
2,381	..	5,740	..	5,740	..	18,480	..	8,121	..
..
..	..	15,000	..	14,000	..	15,000	..	14,000	..
..
71,892	54,790	1,34,611	..	1,27,491	..	5,63,671	3,48,368	2,53,960	54,790
50,000	1,67,650	..	50,000	..
1,21,892	54,790	1,34,611	..	1,27,491	..	7,31,321	3,48,368	3,03,960	54,790

BOMBAY

		1	2	3	4	5	6	7
1. Handicrafts teachers training college, Bombay.	G. 2,17,000 L.	2,17,000
2. Assistance to State Industrial Cooperative Association, Bombay for marketing activities.	G. .. L. 1,00,000	1,00,000
3. Paithan gold thread and pallow industry, Aurangabad.	G. 2,040 L. ..	N.A.	N.A.	4,152	N.A.	..
4. Lacquerware works school, Kale, Kolhapur.	G. .. L. 1,800	N.A.	..	2,452	10,030
5. Dyeing and Printing school at Surat.	G. 28,180 L.	7,622	..	14,090
6. Training in the manufacture of glasstoy's at Poona.	G. 8,778 L.	4,628	..	8,680
7. San Hamp Industry at Ratnagiri, Rajpur District.	G. 10,200 L.	6,498	..	10,200
8. Decorative-cum-utility articles in metalwares, Murabad, Poona.	G. 43,090 L.	43,090
9. Research in organic colours for pottery, Nagpur.	G. 8,940 L.	8,940
10. Production of carpets and druggets.	G. 14,720 L.
11. Assistance to Cooperatives, Himroo Industry, Aurangabad.	G. 2,112 L. ..	N.A.	2,112	4,152	2,112	N.A.
12. Appointment of a marketing analyst and display artist.	G. 13,282 L.	13,366	..	11,782	5,242
13. Marketing of handicrafts in Kutch-Bhuj, Pilot Project.	G. 3,200 L. 10,000	3,200	10,000
14. Fibre works schools at Talasande, Distt. Kolhapur.	G. .. L. ..	N.A.	..	5,041	10,400
15. Training in decorative pottery at Nagpur	G. .. L.	10,049	5,251
16. Mat weaving Centre Shirrol, District, Kolhapur.	G. .. L.	10,640
17. Production centre for dyeing and printing at Amreli.	G. .. L.	16,060	16,060
18. Publication of sample books	G. .. L.	2,440

Appendix IV—contd.

8	9	10	11	12	13	14	15	16	17
..	2,17,000	..	2,17,000	..
..
..	1,00,000	..	1,00,000	..
..
..	4,152	..	N.A.	..	N.A.	2,040	N.A.	N.A.	8,304
..
3,639	..	9,050	..	6,232	..	19,080	N.A.	9,871	2,452
..	1,800	..	N.A.	..
11,245	..	11,869	..	12,932	..	54,139	..	31,799	..
..
5,280	..	8,796	..	5,498	..	26,254	..	15,406	..
..
7,804	..	8,360	1,400	4,233	..	28,760	14,00	18,535	..
..	..	3,000	3,000
8,201	..	23,090	..	21,019	..	1,09,270	..	29,220	..
..
..	..	8,940	8,000	6,686	..	26,820	8,000	6,686	..
..
..	14,720	..	N.A.	..
..
2,112	2,040	4,224	N.A.	4,224	6,192
..
8,400	..	20,162	5,838	10,155	..	45,226	11,080	21,921	..
..
1,036	..	2,400	2,400	2,400	2,400	8,800	2,400	3,426	2,400
9,988	..	5,000	..	2,600	..	12,000	..	12,588	..
5,553	..	8,300	..	7,231	..	18,700	N.A.	12,784	5,041
..
10,049	3,234	10,049	5,251	10,049	3,234
..
681	9,640	..	397	10,640	9,640	681	397
..
1,439	1,439	11,695	11,695	11,695	..	27,755	27,755	13,134	1,439
1,987	..	60,000	..	4,322	..	90,000	..	6,309	..
2,440	2,440	..	2,440	..
..

BOMBAY—*contd.*

		1	2	3	4	5	6	7
19. Marketing cooperative for handicrafts (Mirror and Embroidery) in Kutch-Bhuj Pilot Project Area.	G.	900	..
	L.	8,625	..
20. Sales emporia at Rajkot, Jamnagar, and Bhavnagar.	G.	40,000	40,000
	L.	1,20,000	..
21. Training in Papiermache, Junagarh.	G.	16,000	..
	L.
22. Marketing of products of cooperatives at Nagpur.	G.
	L.
23. Reorganisation of sales depot at Aurangabad.	G.
	L.
24. Show cases at Ajanta and Ellora.	G.
	L.
25. Training in Bidriwares at Udgir.	G.
	L.
26. Training centre for dolls & toys at Amravati and Kolhapur.	G.
	L.
TOTAL	G.	3,51,542	..	2,41,226	15,797	2,18,613	66,553	..
	L.	1,11,800	..	1,00,000	..	1,68,625
GRAND TOTAL		4,63,342	..	3,41,226	15,797	3,87,238	66,553	..

8	9	10	11	12	13	14	15	16	17
..	..	900	2,575	900	..	1,800	2,575	900	..
..	..	8,615	..	6,200	..	17,240	..	6,200	..
20,550	20,550	48,000	42,000	34,585	10,109	88,000	82,000	55,135	30,659
28,625	..	1,20,000	..	67,243	..	2,40,000	..	95,868	..
16,000	16,000	..	16,000	..
..
..	..	13,000	6,374	15,559	4,023	13,000	6,374	15,559	4,023
..
..	..	3,030	3,030
..	..	25,000	25,500
..	..	29,300	29,300
..
..	14,880	14,880
..
..	..	15,520	..	10,113	..	15,520	..	10,113	..
..
1,04,429	31,415	2,22,412	1,04,802	1,49,238	16,929	7,92,567	1,71,355	4,94,853	64,141
40,000	..	2,21,615	..	80,365	..	5,02,040	..	2,20,965	..
1,45,029	31,415	4,44,027	1,04,802	2,29,603	16,929	12,94,607	1,71,355	7,15,858	64,141

JAMMU & KASHMIR

		1	2	3	4	5	6	7
1. Two centres for Rattan & Baskets at Basohli & Bilawal.	G. L.	15,000 ..	5,000	3,095 ..	1,895 ..
2. Training-cum-production centre for Kani shawls.	G. L.	9,150	9,150 ..	3,850 ..
3. Revival of calico printing at Jammu.	G. L.	1,500 ..	1,500 ..	1,500 ..	1,500 ..	4,000 36,500	4,000 ..	4,000 ..
4. Publication of a catalogue.	G. L.	12,500 ..	12,500	12,500 ..	12,500 ..
5. Expansion of production centres.	G. L.	40,000 2,00,000	40,000 2,00,000	15,000 3,00,000	12,000 ..	12,000 ..
6. Development of Stone industry.	G. L.	2,347 4,000	2,347 ..	2,347 ..
7. Development of woodcraft at Thana.	G. L.	2,189 5,000	2,189 ..	2,189 ..
8. Expansion of Export Trade Section of Emporium.	G. L.	12,360 ..	10,500 ..	10,500 ..
9. School of Design, Srinagar.	G. L.	88,505
10. Publicity & advertisement of handicrafts goods.	G. L.	10,000
11. Printing of pamphlets & supply of samples to foreign countries.	G. L.
12. Fair Price Shop for handicrafts, Srinagar.	G. L.	6,258 10,000	6,258 ..	6,258 ..
TOTAL	G. L.	78,150 2,00,000	19,000 ..	41,500 2,00,000	1,500 ..	1,65,404 3,55,500	55,539 ..	55,539 ..
GRAND TOTAL		2,78,150	19,000	2,41,500	1,500	5,20,904	55,539	

Appendix IV - contd.

8	9	10	11	12	13	14	15	16	17
1,233	1,233	18,095	6,895	1,233	1,233
..
4,200	1,000	18,300	3,850	4,200	1,000
..
3,000	3,200	6,600	..	7,500	..	12,100	5,500	12,000	4,700
36,500	36,500	..	36,500	..
12,500	12,500	25,000	25,000	12,500	12,500
..
12,000	12,000	14,680	14,680	11,700	1,1700	69,680	26,680	63,700	23,700
3,00,000	5,00,000	..	5,00,000	..
572	572	2,347	2,347	572	572
731	4,000	..	731	..
461	461	2,189	2,189	461	461
1,004	5,000	..	1,400	..
1,053	863	73,200	..	73,700	..	85,560	10,500	74,753	863
..
14,745	..	81,618	..	64,984	..	1,70,123	..	79,729	..
..
10,000	10,000	..	10,000	..
..
..	..	17,191	17,191
..
1,105	1,105	6,258	6,258	1,105	1,105
3,484	10,000	..	3,484	..
60,869	32,934	1,93,289	14,680	1,57,884	11,700	4,36,843	89,219	2,60,253	46,134
3,41,719	5,55,500	..	5,41,719	..
4,02,588	32,934	1,93,289	14,680	1,57,884	11,700	9,92,343	89,219	8,01,972	46,134

		1	2	3	4	5	6	7
1.	Training centre in dyeing & printing at Payyanur.	G. L.	8,110	8,110 ..	12,346 ..
2.	Development of Conch Shell Industry.	G. L.	6,580
3.	Training in cane, Rattan Bamboo and reed work at Thalpilly.	G. L.	10,770	10,770 ..	38,254 ..
4.	Training-cum-production centre for Fibre Industry.	G. L.	38,640
5.	Training centre for Bell Metal industry, Kunhimangalam.	G. L.	21,784 10,000	21,784 10,000	14,823 ..
6.	Development of Bell metal industry in Malabar.	G. L.	37,171 12,000
7.	Manufacture of Bamboo articles at Kolayad Cannanore.	G. L.	6,550 4,000	14,050	6,550 4,000	14,050 ..
8.	Training centre for Lace and Embroidery at Angamalai.	G. L.	5,190	5,190 ..	13,766 ..
9.	Training centre in Papier Mache.	G. L.	6,180
10.	Training in Brass, Copperware & Bell metal, Pulikeezh.	G. L.	7,370	7,370 ..	15,986 ..
11.	Training-cum-service Centre for Cane, Bamboo & Basket.	G. L.	16,623	16,623 ..	4,400 ..
12.	Training Centre for Palmyrah leaf mat making.	G. L.	14,280	14,280 ..	9,000 ..
13.	Training in Lacquerware Industry, Trivandrum.	G. L.	6,630	6,630 ..	15,626 ..
14.	Pottery Training Centre at Aracode.	G. L.	5,450
15.	Training Centre for mat weaving and basket making at Kasargod.	G. L.	10,000	10,000
16.	Development of mat industry in Travancore Cochin.	G. L.	29,400
17.	Central craft training centre in Nanyattirukara, C.D. Block.	G. L.	36,660

	1	2	3	4	5	6	7
1. Development of dyeing & printing.	G.	28,000	..	5,343	..	22,713	..
	L.	75,000	75,000	..
2. Pottery training centre, Mandasur.	G.	..	46,000	..	21,318	9,040	22,000
	L.
3. Expansion of leather toys centre, Indore.	G.	19,410	19,410	2,508	2,508	15,601	15,601
	L.
4. Ornamental shoe making, Barnagar.	G.	5,940	3,150	1,563	1,563	3,990	8,125
	L.	2,000	2,000	..
5. Display & market re-search.	G.	15,000	..	12,836	..	15,000	10,900
	L.
6. Designer for zari & hand-printing.	G.	3,500
	L.
7. Design centre for block printing.	G.	2,800	18,00	..
	L.
8. Demonstration-cum-service unit for lacquered wood articles.	G.	20,340	20,340	..
	L.
9. Assistance to zari workers cooperative society, Bhopal.	G.	9,160	9,160	..
	L.	15,000	15,000	..
10. Assistance to Madhya Pradesh Nari Kalyan Sahakari Samiti, Indore.	G.	16,200	..
	L.	..	15,000	..	15,000
11. Exhibition at Indore.	G.	15,000	9,294	15,000	9,294
	L.
12. Mobile Emporium.	G.	26,500
	L.
13. Extension of Emporium, Bhopal.	G.	30,000	..	30,000
	L.
14. Branch Emporium at Sanchi.	G.	10,000	..	5,804	..	8,000	8,000
	L.
15. Zari design-cum-demonstration unit.	G.	2,000	3,350
	L.
16. Common facility centre for lacquerware at Sheopur.	G.	19,540	..
	L.
17. Experiments in dyeing with vegetable colours.	G.	500	..
	L.
18. Training-cum-facility centre for wooden toys Chhatarpur.	G.	16,700	..
	L.
19. Training centre for lac ornaments, Umaria.	G.	3,300	..
	L.
20. Basket and cane work centre at Rewa.	G.	1,740	..
	L.

		1	2	3	4	5	6	7
21. Training centre for grass mat making	G.	4,960	..
	L.
22. Manufacture of soap-stone articles Bedaghat	G.	16,340	..
	L.
23. Papier mache centre, Gwalior	G.	20,960	..
	L.
24. Central Godown at Gwalior	G.	8,200	8,000
	L.
25. Sales Emporium at Mandu	G.	2,806	2,400
	L.
26. Economic survey of handicrafts	G.
	L.
27. Two class I sales depots and four class II	G.
	L.
28. Display and market research at Gwalior Emporium	G.
	L.
TOTAL	G.	1,85,650	77,854	73,054	34,683	2,18,890	78,376	
	L.	92,000	15,000	..	15,000	92,000	..	
GRAND TOTAL		2,77,650	92,854	73,054	49,683	3,10,890	78,376	

8	9	10	11	12	13	14	15	16	17
32	..	8,000	..	4,862	..	12,960	..	4,894	..
..
450	..	8,000	..	3,514	..	24,340	..	3,964	..
..
1,600	..	9,000	..	3,658	..	29,960	..	5,258	..
..
3,730	3,730	4,965	15,000	4,965	18,255	13,165	23,000	8,695	21,985
..
1,131	1,131	1,250	3,000	1,250	1,350	4,056	5,400	2,381	2,481
..
..	..	23,000	23,000
..
..	..	36,000	36,000
..	..	50,000	50,000
..	..	2,500	2,500
..
77,263	41,321	1,78,777	83,000	58,604	65,098	5,83,317	2,39,230	2,08,921	1,41,102
90,000	..	50,000	2,34,000	15,000	90,000	15,000
1,67,263	41,321	2,28,777	83,000	58,604	65,098	8,17,317	2,54,230	2,98,921	1,56,102

	1	2	3	4	5	6	7
1. Pottery Centre, Madurai	G. 12,384 L. 4,250	146 146
2. Research in glazed pottery at Gudur	G. 21,554 L.	14,538	22,292 ..	39,000 ..
3. Production Centre, Bamboo articles, Ammapet	G. 4,655 L.	1,528
4. Wool Processing Centre Vinnamanglam (Run by Madras & Mysore Govts. on joint basis).	G. 4,36,000 L. ..	4,37,000	..	60,000 ..	60,000
5. Demonstration Centre for Palmyrah fibre extraction, Tiru Tiruchendur.	G. 11,296 L.	11,296	..
6. Training Centre for Sculpture at Mahabalipuram.	G. 44,442 L.	200	44,242	18,000
7. Lace & Embroidery Centre, Palayamkottai	G. 15,800 L.	4,510	15,290	..
8. Dyeing & Printing Centre, Rajapalayam	G. 20,500 L.	4,124	19,126	..
9. Wooden Toy Centre, Erode	G. 12,054 L.	203	11,851	66,000
10. Embroidery Centre, Gobichettipalayam	G. 8,526 L.	8,526	4,926
11. Bamboo Training Centre, Madurai	G. 6,550 L. 4,000	6,550 4,000	16,350 ..
12. Kumbles & Carpet Weaving Centre, Kolakundy	G. 20,320 L.	662	19,658	18,000
13. Basket Makers Cooperative Society, Paranattanamangalam.	G. 750 L.	410	410
14. Development of Bell metal industry at Mankurisi and Nachiakoil.	G. 37,171 L. 12,000	2,285	34,886 12,000	..
15. Training-cum-Service Centre for Palmyrah leaf products, Manpud.	G. 9,050 L. 6,500	848	8,202 6,500	..
16. Centre for making ornamental handles, Madurai.	G. 40,250 L. 12,000	40,250 12,000	34,250
17. Fancy leather goods Centre, Pallavaram	G. 10,900 L. 30,000	10,900 30,000	50,800
18. Manufacture of furniture from Palmyrah stem strips.	G. 18,900 L. 31,000	261	18,639 31,000	14,400

RAS

8	9	10	11	12	13	14	15	16	17
..	12,384	..	146	..
..	4,250	..	146	..
15,413	11,578	13,000	..	22,648	..	56,946	39,000	52,599	11,578
..
..	4,655	..	1,528	..
..
60,000	60,000	84,660	84,660	4,36,000	4,37,000	2,04,660	2,04,660
..
10,991	22,592	..	10,991	..
..
25,476	5,933	39,000	..	34,198	..	1,27,684	18,000	59,874	5,933
..
13,405	..	11,000	..	7,461	..	42,090	..	25,376	..
..
14,345	..	15,000	..	12,394	..	54,626	..	30,863	..
..
10,710	5,954	23,905	6,050	10,913	5,954
..
10,840	9,269	17,052	4,926	10,840	9,269
..
4,257	2,706	13,100	16,350	4,257	2,706
895	8,000	..	895	..
10,715	15,540	14,000	..	15,097	..	53,978	18,000	26,474	15,540
..
410	410	1,160	410	410	410
..
31,573	..	34,000	17,231	31,804	17,231	1,06,057	17,231	65,662	17,231
3,844	24,000	..	3,844	..
7,664	17,252	..	8,512	..
1,048	13,000	..	1,048	..
19,253	20,722	38,000	..	27,542	..	1,18,500	34,250	46,795	20,722
4,686	24,000	..	4,686	..
3,508	20,792	16,000	..	42,239	..	37,800	50,800	45,747	20,792
10,141	60,000	..	10,141	..
9,767	4,945	37,539	14,400	10,028	4,945
9,367	62,000	..	9,367	..

		1	2	3	4	5	6	7
19.	Training Centre for glass bangles at Nedumarathi .	G. 30,000 L. 3,150	136	..	33,564 3,150	4,000 ..
20.	Manufacture of cots from Palmyrah stem strips at Nazareth.	G. 4,628 L. 15,000	356	..	4,272 15,000	37,728 ..
21.	Training-cum-Service for Palmyrah leaf products at Chittrakotai.	G. 9,050 L. 6,500	831	..	8,219 6,500	..
22.	Development of hand-printing & tailoring through Coimbatore Seva Nilayam, Coimbatore.	G. 1,800 L. 1,500	1,800 1,500
23.	Mat Weavers Cooperative Society, Verravaranalur .	G. 5,000 L.	5,000
24.	Development of Aloe fibre industry Tenkashi.	G. 22,530 L.	22,530	10,680
25.	Two centres for Palmyrah leaf products at Mathir, Chinnadarapuram.	G. 26,840 L. 1,250	1,881	..	24,959 2,500	4,960 ..
26.	Two Papier mache centres at Tanjore and Cuddalore	G. 40,660 L.	40,460	..
27.	Development of Rattan work, Vellore	G. 21,450 L.	883	..	21,062	8,250
28.	Manufacture of carpets and druggets from San hemp at Gopalsamudram.	G. 19,270 L.	19,270	..
29.	Art Metal Centre at Swamimalai.	G. 31,460 L.	1,050	..	35,410	5,400
30.	Handicrafts Emporium, Madras.	G. 34,700 L. 1,00,000	31,408 1,00,000	..	44,626 32,000	9,000 ..
31.	Korai Mat Industry (Tirunelveli) Giriammalpuram.	G. 3,300 L.	3,300
32.	Pottery Centre, Karigiri	G. 5,000 L.	1,885	..	3,115	..
33.	Embroidery & mat weaving, North Vellore Women Cottage Industrial Coop. Society, Vellore.	G. .. L.	10,900	6,600
34.	Development of Kalamkari printing, Silkainai-chenpetta.	G. .. L.	6,590	..

contd.

8	9	10	11	12	13	14	15	16	17
13,624	..	18,000	..	18,208	..	81,564	4,000	31,968	..
2,062	6,300	..	2,062	..
2,708	5,625	8,900	37,728	3,064	5,625
1,784	30,000	..	1,784	..
7,755	17,269	..	8,586	..
3,586	13,000	..	3,586	..
..	1,800	..	1,800	..
..	1,500	..	1,500	..
..	5,000	..	5,000	..
..
11,456	1,031	20,000	..	23,337	..	65,060	10,680	34,793	1,031
..
17,317	3,703	51,799	4,960	19,198	3,703
394	3,750	..	394	..
25,132	..	5,000	..	10,641	..	86,120	..	35,773	..
..
16,777	5,828	42,512	8,250	17,660	5,828
..
7,797	..	17,470	..	15,839	..	56,010	..	23,636	..
..
26,690	4,921	25,735	5,400	27,500	4,228	92,605	10,800	55,240	9,149
..
34,551	9,000	(Transferred to Central schemes)	79,326	9,000	65,959	9,000
32,000	1,32,000	..	1,32,000	..
..	3,300	..	3,300	..
..
3,115	8,115	..	5,000	..
..
10,900	6,600	10,900	6,600	10,900	6,600
..
1,299	..	7,000	..	7,174	..	13,590	..	8,473	..
..

		1	2	3	4	5	6	7
35. Starting a training section for dolls making Stree Sevasadan, Madras.	G. L.	11,550
36. Casting moulds centre Mahabalipuram.	G. L.	14,920
37. Bamboo centre at Ammapet	G. L.	3,127 57,900
38. Emporium at Madurai	G. L.	10,000 50,000	22,600 ..
39. Assistance to Victoria Technical Institute, Madras	G. L.	2,00,000
40. Cloth dolls centre, Tirunelveli	G. L.
41. Six sales-cum-proouement depots	G. L.
42. Training Centre for Art Metal works at Madurai	G. L.
43. Training Centre for Painting picture on wood at Tanjore	G. L.
44. Training Centre for Shell Article, Madras	G. L.
45. Assistance to handicrafts co-operatives	G. L.
TOTAL	G. L.	9,86,790 2,27,150	4,37,000 ..	1,37,835 1,01,646	60,000 ..	5,86,792 4,62,550	3,11,404
GRAND TOTAL		12,13,940	4,37,000	2,39,481	60,000	10,49,342	3,11,404	

con'd.

8	9	10	11	12	13	14	15	16	17
11,550	11,550	..	11,550	..
..
..	..	14,920	..	9,020	..	29,840	..	9,020	..
..
..	3,127
..	57,900
5,000	2,737	10,000	20,000	22,600	5,000	2,737
50,000	50,000	..	50,000	..
..
2,00,000	2,00,000	..	2,00,000	..
..	..	12,000	..	4,337	..	12,000	..	4,337	..
..
..	..	96,100	..	38,299	..	96,100	..	38,299	..
..	..	2,00,000	..	2,00,000	..	2,00,000	..	2,00,000	..
..	..	34,500	..	273	..	34,500	..	273	..
..
..	..	11,600	..	200	..	11,600	..	200	..
..
..	..	16,200	..	85	..	16,200	..	85	..
..
..	..	30,390	8,200	21,070	800	30,390	8,200	21,070	800
..	..	1,39,250	23,100	1,39,250	23,100	1,39,250	23,100	1,39,250	23,100
4,43,998	1,97,294	4,98,915	30,831	4,54,026	1,06,919	2,072,497	7,79,235	10,35,859	3,64,213
3,19,807	..	3,39,250	23,100	3,39,250	23,100	10,28,950	23,100	7,60,703	23,100
7,63,805	1,97,294	8,38,165	53,931	7,93,276	1,30,019	31,01,447	8,02,335	17,96,562	3,87,313

	1	2	3	4	5	6	7
1. Development of Bidri Industry at Bidar.	G. 2,472 L.
2. Development of mat & basket industry, Manangi	G. 680 L. 20,450	860 6,666	860 20,450	860 6,666	860 20,450	860 6,666	860 6,666
3. Dyeing School, Nandan-gadd.	G. 12,590 L.	14,090	..
4. Expansion of mat weaving centre, Bangalore.	G. 2,100 L.	2,100	686	..
5. Assistance to Cooperative Society of Rattan worker Agumbe.	G. 3,000 L. 16,900	3,000 5,415	3,000 16,990	3,000 5,415	6,655 18,750	3,000 5,415	3,000 5,415
6. Seasoning kiln for bamboo wood, etc., Shimoga.	G. 91,700 L. 36,000	55,700	91,700 36,000	55,700
7. Wooden toys at Kinhal.	G. 6,130 L.	6,130	..
8. Training centre for soap stone industry, S. Kanara.	G. 48,400 L. 3,100	48,400 3,100	..
9. Dolls & toys making assistance to Manglore Women Co-operative Society.	G. 1,346 L.	1,346	..
10. Assistance to Gudigar Sandalwood Cooperative Society.	G. 3,400 L. 32,500	..	3,400	9,970 10,000	9,970
11. Embroidery & tailoring Centre, Bhagyanagar.	G. 9,530 L. 7,000	6,030	9,530 7,000	6,030
12. Expansion of Arts & Crafts Emporium, Mysore	G. 8,750 L.	2,072	15,428 45,000	6,250
13. Assistance to mat weaving cooperative society.	G. .. L.	1,167 22,000	1,167 7,330
14. Development of Rattan industry, Coorg.	G. .. L.	3,100	12,144
15. Training-cum-production centre for Brass work.	G. .. L.	9,843	..
16. Vocational school of Arts & Crafts, Dharwar.	G. .. L.	53,900	..
17. Assistance to Chamara-jendra Technical Institute Mysore.	G. .. L.	25,000	..
18. Assistance to Lacquerware Cooperative Society Arkanhalli.	G. .. L.	570 4,375	570 1,333
19. Development of wood carving.	G. .. L.	9,220 32,500	3,400

ORE

Appendix IV—contd.

8	9	10	11	12	13	14	15	16	17
..	2,472
..
860	860	1,720	1,720	1,720	1,720
20,450	6,666	40,900	13,332	40,900	13,332
4,138	..	13,750	..	7,665	..	40,430	..	11,803	..
..
..	2,786	..	2,100	..
..
6,665	3,000	9,655	6,000	9,655	6,000
18,750	5,415	35,740	10,830	35,740	10,830
..	..	61,000	5,000	11,200	..	2,44,400	1,16,400	11,200	..
..	..	15,000	87,000
1,593	..	5,130	..	3,400	..	17,390	..	4,993	..
..
..	..	4,520	..	2,300	..	1,01,320	..	2,300	..
..	6,200
..	..	1,346	..	1,346	..	4,038	..	1,346	..
..
9,970	9,970	3,400	3,400	3,400	3,304	16,770	13,370	16,770	13,274
..	..	10,000	3,400	25,000	..	52,500	3,400	25,000	..
5,656	5,656	5,630	5,630	4,300	4,300	24,690	17,690	9,956	9,956
..	..	7,000	..	1,700	..	21,000	..	1,700	..
3,450	862	25,250	49,428	6,250	5,522	862
45,000	..	50,000	95,000	..	45,000	..
2,500	1,167	1,167	1,167	2,500	1,167
22,000	7,330	22,000	7,330	22,000	7,330
3,100	1,653	6,250	15,000	6,250	3,005	9,350	27,144	9,350	4,658
..
..	..	3,000	12,843
..
32,900	..	73,700	1,27,600	..	32,900	..
..
..	..	25,000	25,000
..	25,500
570	750	570	570	570	570
4,375	1,333	4,375	1,333	4,375	1,333
3,150	9,220	3,400	3,150	..
7,500	32,500	..	7,500	..

MYS

	1	2	3	4	5	6	7
20. Two sales depots at G.	21,000	21,000
Mangalore & Belgaum L.	30,000	..
21. Assistance to Tailoring G.
& Garment Making Co- L.
operative Society.							
TOTAL	G.	1,90,278	65,590	11,432	3,860	3,03,595	1,20,091
	L.	1,16,040	12,081	37,440	12,081	2,54,175	20,744
Grand Total		3,06,318	77,671	48,872	15,941	5,57,770	1,40,835

ORE

8	9	10	11	12	13	14	15	16	17
..	..	6,530	26,630	21,000
..	30,000
..	3,100	..	3,100	..	3,100	..	3,100
..
74,542	23,738	2,33,606	21,130	35,861	13,709	7,27,479	17,811	1,25,835	41,307
1,18,075	20,744	82,000	2,400	26,700	..	4,52,215	36,225	1,82,215	32,825
1,92,617	44,482	3,15,606	35,530	66,561	13,709	11,79,694	2,54,036	3,08,050	74,123

		1	2	3	4	5	6	7
1. Arts & crafts design centre, Cuttack.	G.	14,282	..	10,502	..	11,235	3,740	..
	L.
2. Assistance to cooperatives of brass & bell metal industry.	G.	1,708	12,000	1,418	1,418	1,440	1,440	..
	L.	1,00,000
3. Assistance for experimenting in different raw materials of Orissa State.	G.	2,800	..	2,800	..	5,280
	L.
4. Assistance to Horn & Ivory cooperatives at Cuttack & Paslakimedi.	G.	..	4,150	..	873	6,249	2,099	..
	L.	20,000
5. Développement of Batik work	G.	6,700	6,700
	L.
6. Training in calico printing	G.	8,220	..	8,220
	L.
7. Assistance to cooperatives of toy industry at Cuttack & Berhampur.	G.	7,220	660	660	660	6,600	3,300	..
	L.	7,500	..	7,500
8. Assistance to cooperatives of rope making out of sabai grass.	G.	8,550	2,440	2,440	2,440	3,730	3,100	..
	L.	5,000	..	5,000	..	3,750
9. Assistance to cooperative society for incense & perfumery.	G.	3,290	3,290	3,290	3,290	2,720
	L.	3,000	..	3,000
10. Assistance to cooperative of cane & bamboo, Cuttack.	G.	7,370	200	6,200	200	2,640	1,320	..
	L.	6,000	..	6,000
11. Cottage Industries Emporium Cuttack.	G.	4,030	4,030	3,564	3,564	5,513	4,177	..
	L.
12. Mobile sale van	G.	37,250	8,840	2,736	2,736	2,277	4,998	..
	L.
13. Development of crafts through standardised products.	G.	12,012	2,250	2,250	..	9,762	10,553	..
	L.	60,000	60,000
14. Celebration of Handicrafts Week.	G.	8,800	..	8,800	..	8,800
	L.
15. Assistance to Orissa filigree workers' cooperative society for printing of catalogue.	G.	1,000	750	750	750
	L.
16. Assistance to cooperatives of non-ferrous metal industry, Bainchura, Puri.	G.	N.A.	52,896	820	820	41,000	17,856	..
	L.	33,300
17. Assistance to filigree industry cooperative society at Cuttack.	G.	3,700	3,700	..
	L.	25,000

SSA

Appendix IV—contd.

8	9	10	11	12	13	14	15	16	17
7,115	2,705	25,517	3,740	17,617	2,705
..
1,440	1,440	3,148	13,440	2,858	2,858
..	1,00,000
5,280	8,080	..	8,080	..
..
2,972	2,099	2,099	2,099	2,099	2,099	8,348	8,348	5,071	5,071
20,000	20,000	..	20,000	..
..	..	6,700	..	1,245	..	20,100	..	1,245	..
..
..	8,220	..	8,220	..
..
3,300	3,300	3,300	3,300	3,300	3,300	17,820	7,260	7,260	7,260
..	7,500	..	7,500	..
3,100	3,100	12,250	5,540	5,540	5,540
3,750	8,750	..	8,750	..
2,720	..	1,350	1,350	1,350	1,350	7,360	4,640	7,360	4,640
..	3,000	..	3,000	..
1,320	1,320	1,320	1,320	1,320	1,320	11,000	2,840	8,840	2,840
..	6,000	..	6,000	..
4,177	4,177	4,180	4,180	4,180	4,180	13,723	12,387	11,921	11,921
..
4,998	4,998	8,877	6,773	6,773	6,773	48,404	20,611	14,507	14,507
..
1,675	..	7,462	14,874	8,396	8,396	29,236	27,677	12,321	8,396
60,000	1,20,000	..	60,000	..
8,800	..	8,800	..	8,800	..	26,400	..	26,400	..
..
..	1,000	750	750	750
..
14,724	1,534	6,589	6,589	11,213	2,433	47,589	77,341	26,757	4,787
33,300	..	16,650	49,950	..	33,300	..
3,700	3,700	3,700	3,700	3,700	3,700
..	25,000

		1	2	3	4	5	6	7
18. Assistance to stone carving cooperation in Orissa.	G.	3,620	1,320
	L.	5,250	1,750
19. Development of Mat weaving industry, Balasore Distt.	G.	6,120	5,552
	L.	5,000	..
20. Training in Embroidery	G.	8,900	1,500
	L.
21. Assistance to Cooperatives of durries & carpets, Puri.	G.	1,590	122
	L.	4,500	2,500
22. Assistance to Cooperative of filigree-cum-horn industry.	G.	10,500	2,500
	L.	18,000	..
23. Crafts Schools	G.	23,000	1,561
	L.
24. Arts and Crafts Centre, Puri.	G.	18,874	18,874
	L.	50,000	..
25. Handicrafts Emporium Rourkela.	G.	5,481	4,313
	L.
26. Assistance to cooperative of Brass Fish industry.	G.
	L.
27. Procurement-cum-Sales Depot.	G.
	L.
TOTAL	G.	1,23,932	91,506	54,450	16,751	1,95,731	92,025	
	L.	1,81,500	..	21,500	..	2,24,800	4,250	
GRAND TOTAL		3,05,432	91,506	75,950	16,751	4,20,531	96,275	

SSA—contd.

Appendix IV—contd.

8	9	10	11	12	13	14	15	16	17
1,320	1,320	3,090	3,090	3,090	3,090	6,710	4,410	4,410	4,410
5,250	1,750	2,000	..	2,000	..	7,250	1,750	7,250	1,750
2,141	141	939	939	939	939	7,059	6,491	3,080	1,080
5,000	5,000	..	5,000	..
8,900	1,500	8,900	1,500	8,900	1,500
..
123	122	1,590	122	123	122
4,500	2,500	4,500	2,500	4,500	2,500
6,500	2,500	3,000	3,000	3,000	3,000	13,500	5,500	9,500	5,000
18,000	18,000	..	18,000	..
14,692	14,561	23,000	1,561	14,692	14,561
..
18,874	7,874	6,172	6,172	6,172	6,172	25,046	25,046	25,046	14,046
50,000	50,000	..	50,000	..
4,313	4,313	1,850	1,850	1,850	1,850	7,331	6,163	6,163	6,163
..
..	..	2,500	2,500	N. A.	..	2,500	2,500	N. A.	..
..	..	9,121	9,121
..	..	13,755	21,240	9,071	9,071	13,755	21,240	9,071	9,071
..	..	1,50,000	..	1,50,000	..	1,50,000	..	1,50,000	..
1,22,184	60,704	81,893	79,276	72,798	53,973	4,01,646	2,62,807	2,49,432	1,31,428
1,99,800	4,250	1,77,771	..	1,52,000	..	5,84,071	4,250	3,73,300	4,250
3,21,984	64,954	2,59,754	79,276	2,24,798	53,973	9,85,717	2,67,057	6,22,732	1,35,678

	1	2	3	4	5	6	7
19. Dyeing & Calico Printing, Una.	G.
	L.
20. Training Centre in Com- munity Project Areas, Ba- tala & Malerkotla.	G.
	L.
TOTAL	G.	1,11,285	16,540	68,598	14,407	2,13,259	28,610
	L.	70,000	1,16,500	..
GRAND TOTAL		1,81,285	16,540	68,598	14,407	3,29,759	28,610

—*contd*

8	9	10	11	12	13	14	15	16	17
..	10,000	..	995	..	10,000	..	995
..
..	..	25,735	25,735	25,735	25,735	25,735	25,735	25,735	25,735
..	..	1,00,000	..	1,00,000	..	1,00,000	..	1,00,000	..
1,48,674	22,154	2,79,015	1,16,235	1,98,071	63,129	6,03,559	1,61,385	4,15,343	99,650
..	..	2,00,000	..	2,00,000	..	3,86,500	..	2,00,000	..
1,48,674	22,154	4,79,015	1,16,235	3,98,071	63,129	9,90,059	1,61,385	6,15,343	99,650

1		2	3	4	5	6	7
1.	Namda making & wool carding centre, Malpura.	G. 4,965 L. 4,000	4,965 ..	23,115 ..
2.	Three centres for quality marking Jaipur.	G. 34,530 L.	6,363	27,530
3.	Dyeing & Printing centre, Barmer.	G. 11,800 L. 4,000	2,375 ..	5,614 ..	2,375 ..	8,300 4,000	12,372 ..
4.	Mobile Sales van, Jaipur.	G. 23,250 L. ..	10,070 ..	23,250 ..	10,070
5.	Ivory Carving Centre, Jaipur.	G. .. L.	9,225
6.	Durries & Carpet Centre, Jhunjhunu (now at Sangarner).	G. .. L.	14,440 21,000	5,172 ..
7.	Lacquerware centre, Sawai Madhopur.	G. .. L.	7,915 7,000	5,635 ..
8.	Bamboo basket centre, Udaipur.	G. .. L.	4,780 ..	4,300 ..
9.	Toy centre, Sagwara	G. .. L.	6,250 7,000	10,430 ..
10.	Dyeing & Printing centre, Chitorgarh.	G. .. L.	10,830
11.	Two Emporia at Jodhpur & Udaipur.	G. .. L.	16,740 40,000
12.	Emporia at Ajmer and Mount Abu.	G. .. L.	18,860 65,000	7,981 ..
13.	Artistic Craft Institute, Jaipur.	G. .. L.
14.	Handicrafts Emporium, Jaipur.	G. .. L.
15.	Five Sales-cum-procurement depots at Nathdwara, Kotah, Bikaner, Alwar & Chitorgarh,	G. .. L.
16.	Pottery Centre Nohar	G. .. L.
17.	Textile Printing Centre Jodhpur.	G. .. L.
		G. 74,545	12,445	35,227	12,445	1,29,835	69,005
	TOTAL	L. 8,000	1,44,000	..
	GRAND TOTAL	82,545	12,445	35,227	12,445	2,73,835	69,005

THAN

8	9	10	11	12	13	14	15	16	17
5,528	3,035	5,000	17,450	5,831	5,831	14,930	40,565	11,359	8,866
..	..	4,000	..	4,000	..	8,000	..	4,000	..
13,398	..	35,120	..	19,584	..	97,180	..	39,345	..
..
6,560	5,840	8,354	28,454	14,747	12,174	8,215
..	8,000
..	..	9,560	9,560	5,439	5,439	32,810	19,630	28,689	15,509
..
..	9,225
..
5,172	5,172	11,240	5,649	5,649	5,649	25,680	10,821	10,821	10,821
5,506	..	2,000	..	2,000	..	23,000	..	7,506	..
3,179	3,179	7,720	12,220	6,123	6,123	15,635	17,855	9,302	9,302
..	7,000
3,032	3,032	4,858	6,572	4,062	3,306	9,638	10,872	7,094	6,338
..
2,527	2,527	3,750	13,000	9,659	9,659	10,000	23,430	12,186	12,186
..	7,000
..	..	10,830	21,660
..
14,250	14,250	13,876	13,876	10,031	10,030	30,616	13,876	24,281	24,280
34,059	9,514	..	40,000	..	43,573	..
5,903	5,903	22,004	22,004	11,840	11,840	40,864	29,985	17,743	7,743
41,950	65,000	..	41,950	..
..	..	1,03,950	16,000	34,733	33,587	1,03,950	16,000	34,733	33,587
..
..	..	24,100	24,100
..
..	..	18,375	..	6,880	6,879	18,375	..	6,880	6,879
..
..	..	14,000	..	14,072	..	14,000	..	14,072	..
..	..	3,000	..	2,955	..	3,000	..	2,955	..
..	..	5,000	..	21,872	..	5,000	..	21,872	..
..
59,549	42,938	2,97,737	1,16,331	1,55,775	98,343	5,02,117	1,97,781	2,50,551	1,53,726
81,515	..	9,000	..	18,469	..	1,61,000	..	99,984	..
1,41,064	42,938	3,06,737	1,16,331	1,74,244	98,343	6,63,117	1,97,781	3,50,535	1,53,726

	1	2	3	4	5	6	7
1. Chikan embroidery, Lucknow.	G. 12,846 L. 50,000	..	10,600	..	5,700	13,637	76,000
2. Ivory centre, Ramnagar (Benaras).	G. 8,700 L. ..	N.A.	2,273	1,300	10,000
3. Bidri centre, Lucknow	G. 13,600 L.	7,200	..	60,500
4. Tarkashi centre, Muzpuri.	G. 9,400 L.	3,800	..	N.A.	N.A.	..
5. Quality marking of brass-ware, Moradabad.	G. 20,000 L.	20,000	..	25,000
6. Horn articles centre, Sambhal.	G. 18,800 L.	4,500	..	18,800
7. Textile printing & dyeing centre, pilot project, Deoband.	G. 21,600 L.	27,600
8. Traditional toy industry, Varanasi.	G. 12,400 L.	4,400	..	12,000	2,900	..
9. Cane & Bamboo centre, Bahraich.	G. 13,200 L.	2,200	2,900	11,000
10. Kalabattu (zari) industry, Varanasi.	G. 16,300 L.	5,700	..	12,500
11. Development of lacquer industry, Amroha.	G. 19,400 L.	3,200	..	13,100
12. Central design centre, Lucknow.	G. 2,34,500 L. 2,00,000	..	41,000	..	1,99,500
13. Training Centre in handicrafts for girls & women through Kamala Nehru Vidyalaya, Allahabad.	G. 52,500 L.
14. Quality marking of brocades, Varanasi.	G. 5,400 L.	5,400	..	17,400
15. Craft museum, Lucknow.	G. 43,400 L. ..	3,400	36,500	..	18,000	8,300	..
16. Three Centres : 2 for weaving and 1 for carpets & druggets in Azamgarh & for Gorakhpur Districts.	G. 28,974 L.	28,975
17. Marble articles centre, Agra.	G. .. L. 15,000	15,000
18. Bamboo & Cane work centre, Kalakendra, Dehradun.	G. 37,040 L.	37,040
19. Appointment of control staff for handicraft schemes.	G. N.A. L. ..	17,700	4,080	8,165	..	31,500	..

		1	2	3	4	5	6	7
20. Marketing Analyst & display artist.	G.	10,000.	10,000	..
	L.
21. Mobile sales van	G.	22,500	75,800	18,826	34,300	75,000
	L.
22. Development of pottery, Khurja.	G.	38,000	1,000
	L.
23. Artistic Durries centre, pilot project Deoband	G.	44,800	..
	L.
24. Dolls & wooden toys centre pilot project Deoband.	G.	46,000	..
	L.
25. Development of cane & bamboo industry, Gorakhpur.	G.	13,000	..
	L.
26. Purchase of rare pieces of the textiles by the Bharat Kala Bhawan, Benaras.	G.	24,000	..
	L.
27. Revival of Jamdani Sarees	G.	5,900	..
	L.	10,000	..
28. Emporium at the entrance of the Taj at Agra.	G.	27,300	25,100
	L.	50,000	..
29. Dehydration of Leachies.	G.	8,700	..
	L.
30. Trolley for sale of handicrafts at Kanpur Rly. Station.	G.
	L.
TOTAL	G.	6,00,560	96,900	2,06,719	46,665	6,77,775	1,57,437	
	L.	2,65,000	..	50,000	..	1,25,000	76,000	
GRAN TOTAL		8,65,560	96,900	2,56,719	46,665	8,02,775	2,33,437	

PRADESH—contd.

8	9	10	11	12	13	14	15	16	11
..	20,000
..
..	12,500	..	22,000	..	11,500	22,500	1,72,800	18,826	58,300
..
16,000	1,000	22,000	..	5,787	..	60,000	1000	21,787	1000
..
20,700	..	33,800	..	25,834	..	78,600	..	46,534	..
..
26,242	..	40,000	..	33,425	24,422	86,000	..	59,667	24,422
..
5,000	..	8,645	..	8,645	..	21,645	..	13,645	..
..
..	24,000
..
..	5,900
..	10,000
14,800	14,800	24,575	19,100	18,315	6,457	51,875	44,200	33,115	21,257
50,000	50,000	..	50,000	..
N.A.	8,700	..	N.A.	..
..
..	..	1,250	..	N.A.	..	1,250	..	N.A.	..
..
2,62,642	77,145	4,59,270	68,406	3,59,784	71,217	17,37,605	3,22,743	8,29,145	1,95,027
1,00,000	76,000	2,50,000	..	2,50,000	..	6,40,000	76,000	4,00,000	76,000
3,62,642	1,53,145	7,09,270	68,406	6,09,784	71,217	23,77,605	13,98,743	12,29,145	2,71,027

		1	2	3	4	5	6	7
1. Design Centre, Calcutta	G.	21,189	..	9,735	..	15,150
	L.
2. Toy Making and Artistic Pottery	G.	7,500	7,500	5,441	5,441	6,980	10,744	..
	L.	30,000	..	30,000
3. Jamdani Sarrees Phulia	G.	8,839	..	8,282	..	4,690
	L.	10,000
4. Peripatetic Training Centre	G.	37,800	..	24,049	..	38,970
	L.
5. Supply of raw-materials to chank artisans.	G.	2,350	2,350	1,812	2,350	2,400	2,400	..
	L.	15,000	..	15,000	..	15,000
6. Training-cum-production centre for Durries Borsul.	G.	52,823	..	11,917	..	25,200	14,750	..
	L.
7. Brass and Bell Metal Industry.	G.	19,080	..	126	..	22,080	20,180	..
	L.	50,000	..
8. Block Printing, Vidya Pith Dist. Malda.	G.	5,540	..	1,813	..	6,794
	L.
9. Ivory Industry, Behrampur	G.	3,000	3,000	428	428	3,000	3,000	..
	L.	10,000	..	5,000	10,000	..
10. Shola Pith Industry Kaliganj.	G.	52,823	..	5,777	..	32,635	4,750	..
	L.
11. Training in mat weaving, Calcutta.	G.	8,877	N.A.	8,287	3,770	6,890	55,105	..
	L.	..	68,000	..	31,006	..	40,000	..
12. Horn industry at Mionapur	G.	27,200	..	13,866	..	27,200
	L.
13. Training in matweaving to displaced persons.	G.	20,800	..	219	..	20,680
	L.
14. Wood carving & stone carving at Susiano.	G.	20,000	..	3,109	..	20,000
	L.
15. Cane & Bamboo products at Siliguri	G.	19,897	..	19,844	..	11,600	19,935	..
	L.	12,200
16. Toys and artistic pottery	G.	1,15,202	..	20,687	..	89,000	8,836	..
	L.	30,000
17. Sales Emporium Kalimpong, Siliguri	G.	50,000	..	8,314
	L.	1,00,000	..	40,000
18. Sales Emporium, Calcutta	G.	1,47,000	..	41,822	..	2,00,214	18,123	..
	L.	3,00,000	..	29,100	..	2,10,000	60,000	..

BENGAL

8	9	10	11	12	13	14	15	16	17
9,346	..	19,000	..	8,028	..	55,339	..	27,109	..
..
6,790	6,791	4,405	15,112	4,405	4,405	18,885	33,356	16,636	16,637
..	30,000	..	28,846	30,000	30,000	30,000	28,846
2,816	..	2,140	21,40	954	955	15,669	2,140	12,052	955
..	..	10,000	20,000
35,341	..	14,450	24,106	19,073	6,000	91,220	24,106	78,463	6,000
..
1,910	1,901	2,450	2,450	2,114	2,114	7,200	7,200	5,827	6,365
..	30,000	..	15,000	..
12,359	11,860	16,090	22,441	14,750	15,215	94,113	37,191	39,026	27,075
..	..	20,000	20,000
1,986	1,402	6,780	11,802	7,963	8,200	47,940	31,982	10,075	9,60
..	1,952	..	50,000	..	43,893	..	1,00,000	..	45,842
7,158	..	6,400	1,400	5,766	656	18,734	1,400	14,757	656
..
1,929	1,929	3,150	3,150	2,706	2,706	9,150	9,150	5,063	5,063
..	10,000	..	10,000	..	9,116	10,000	20,000	5,000	19,116
14,492	638	4,900	4,900	4,607	4,607	90,358	9,650	24,876	5,245
..	..	12,200	12,200
8,637	35,903	10,266	53,170	12,401	24,662	26,033	1,08,275	29,325	84,335
..	1,08,000	..	31,006
20,557	..	30,000	N.A.	16,664	3,105	84,400	..	51,087	3,105
..
3,507	41,480	..	3,726	..
..
10,187	..	5,080	5,080	3,346	3,346	45,080	5,080	16,642	3,346
..
8,177	8,713	4,656	9,711	5,980	6,589	36,153	29,646	34,001	15,302
..	20,000	12,200	20,000
11,000	1,707	9,000	95,730	2,606	2,606	2,13,202	1,04,566	34,293	4,313
..	30,000
..	50,000	..	8,314	..
..	1,00,000	..	40,000	..
29,375	16,651	13,084	35,162	15,290	15,291	3,60,298	53,285	86,487	31,942
..	60,000	..	80,000	..	65,025	5,10,000	1,40,000	29,100	1,25,025

WEST

		1	2	3	4	5	6	7
19. Wholly handicrafts exhibition, Calcutta	G.	17 000	..
	L.
20. Assistance to Shilpa Sadan, Santiniketan.	G.
	L.
TOTAL	G.	6,19,920	12,850	1,85,528	11,989	5,50,483	1,57,823	
	L.	4,67,200	68,000	1,19,100	31,006	2,65,000	1,60,000	
GRAND TOTAL		10,87,120	80,850	3,04,628	42,995	8,15,483	3,17,823	

BENGAL—contd.

8	9	10	11	12	13	14	15	16	17
..	17,000
..
..	..	30,000	30,000
..
1,85,578	87,495	1,81,851	2,86,354	1,26,653	1,00,457	13,52,254	4,57,027	4,97,759	2,99,941
..	71,952	42,200	1,90,000	..	1,46,880	7,74,400	4,18,000	1,19,100	2,49,838
1,85,578	1,59,447	2,24,051	4,76,354	1,26,653	2,47,337	21,26,654	8,75,027	6,16,859	4,49,779

HIMACHAL

		1	2	3	4	5	6	7
1. Training to handicrafts Artisans	G	9,224	..
	L
2. Sales Emporium Simla	G	11,750	11,750	..
	L	25,000	25,000	..
3. Design Demonstration centre, Mandi	G
	L
4. Leather embroidery centre Chamba	G
	L
5. Revival of old art of stitching, Chamba	G
	L
6. Hand printing centre, Bilaspur	G
	L
TOTAL	G	11,750	20,974	..
	L	25,000	25,000	..
GRAND TOTAL		36,750	45,974	..

PRADESH

8	9	10	11	12	13	14	15	16	17
2,984	9,224	..	2,984	..
..
..	23,500
..	50,000
..	..	17,800	17,800
..
..	..	8,600	8,600
..
..	..	6,120	6,120
..
..	..	3,000	3,000
..
2,984	..	35,520	68,244	..	2,984	..
..	50,000
2,984	..	35,520	1,18,244	..	2,984	..

		1	2	3	4	5	6	7
1. Training-cum production centre, Ranjipur	G.		24,400
	L.	
2. Development of dolls and toys	G.		750
	L.		24,250
3. Development of ivory works, dolls & toys making and bamboo and cane work.	G.	
	L.		9,000	9,000	..
4. Dyeing and printing cooperative, Damodar	G.		4,000	..
	L.		5,000	..
5. Women cooperative society for production of dolls & toys.	G.		10,000	..
	L.	
6. Rolled Gold Jewellery Centre	G.		2,500	..
	L.		4,000	..
7. Development of bamboo crafts in Tribal Area	G.		7,180	..
	L.	
8. Development of Manipur costume cloth and dolls printing.	G.	
	L.		4,000	..
9. Establishment of one Bamboo and Cane Training Centre	G.	
	L.	
TOTAL	G.		25,150	23,680	..
	L.		33,250	22,000	..
GRAND TOTAL			58,400	45,680	..

PUR

8	9	10	11	12	13	14	15	16	17
..	24,400
..
..	750
..	24,250
9,000	..	5,000	27,000	..	9,000	..
..	..	4,000	..	4,000	..	8,000	..	4,000	..
..	..	5,000	..	5,000	..	10,000	..	5,000	..
..	..	10,000	..	10,000	..	20,000	..	10,000	..
..
..	..	2,500	..	2,500	..	5,000	..	2,500	..
..	..	4,000	..	4,000	..	8,000	..	4,000	..
..	..	7,180	..	4,623	..	14,360	..	4,623	..
..
..	..	4,000	..	2,000	..	8,000	..	2,000	..
..	..	8,200	8,200
..
..	..	31,880	..	21,123	..	80,710	..	21,123	..
9,000	..	22,000	..	11,000	..	77,250	..	20,000	..
9,000	..	53,880	..	32,123	..	1,57,960	..	41,123	..

1		2	3	4	5	6	7
1. Hand printing and Tailoring Centre Dharamnagar.	G.	12,988	..
	L.
2. Training-cum- production centre for umbrella, handles Dharamnagar.	G.	7,804
	L.	3,200
TOTAL		G.	20,792
		L.	3,200
GRAND TOTAL			23,992

PURA

8	9	10	11	12	13	14	15	16	17
5,515	..	11,004	..	2,344	..	23,992	..	7,859	..
..
1,243	..	N.A.	..	N.A.	..	7,804	..	1,243	..
..	3,200
6,758	..	11,004	..	2,344	..	31,796	..	9,102	..
..	3,200
6,758	..	11,004	..	2,344	..	34,996	..	9,102	..

		1	2	3	4	5	6	7
1. Development of mat weaving through Opi:mpattu Mat Weavers Cooperative Society.	G.
	L.	1,500
2. Pondicherry Toy Making cooperative Production and Sale Society, Kosapola-yam	G.
	L.
TOTAL	G.	1,500
	L.

ANDAMAN &

	1	2	3	4	5	6	7	8
1. Training Centre in Embroidery and Garment making at Port Blair.	G.
2. Training Centre in Embroidery and Garment making at Car Nicobar.	G.
	L.
TOTAL	G.
	L.

APPENDIX V

Table showing category-wise amount sanctioned for various State schemes and utilised during the first three years of the Second Plan period. (1956-57 to 1958-59)

(Rs. in lakhs)

Category.	1956-57			1957-58			1958-59			Total for 3 years		
	Amt. sanctioned	Amt. utilised	% utilisation.	Amt. sanctioned	Amt. utilised	% utilisation.	Amt. sanctioned	Amt. utilised	% utilisation.	Amt. sanctioned	Amt. utilised	% utilisation.
1. Training	23.2	6.5	28.0	31.7	13.6	42.9	27.3	16.8	61.5	82.2	36.9	44.9
2. Marketing	13.8	6.1	44.2	20.4	9.6	47.1	18.9	12.1	64.0	53.1	27.8	52.4
3. Production	7.3	3.2	43.8	11.4	6.8	59.6	3.5	2.6	74.3	22.2	12.6	56.8
4. Co-operatives	6.5	2.4	36.9	8.0	5.7	71.2	6.2	4.8	77.4	20.7	12.9	62.3
5. Common Facility Centres	14.0	2.1	15.0	7.0	3.3	47.1	3.3	2.6	78.8	24.3	8.0	32.9
6. Research & Survey	0.3	0.2	66.6	1.0	0.3	30.0	0.9	0.3	33.3	2.2	0.8	36.4
7. Design	4.8	0.6	12.5	3.5	1.1	31.4	5.2	4.4	84.6	13.5	6.1	45.2
8. Demonstration	0.1	0.0	0.0	0.2	0.2	100.0	0.3	0.2	66.6
9. Publicity	0.6	0.3	50.0	0.6	0.5	83.3	0.3	0.1	33.3	1.5	0.9	60.0
10. Quality Marking	0.6	0.3	50.0	0.7	0.5	71.4	0.3	0.3	100.0	1.6	1.1	68.8
11. Museums	0.5	0.4	80.0	0.5	0.1	20.0	0.4	0.3	75.0	1.4	0.8	57.1
12. Administration	0.2	0.1	50.0	0.3	0.3	100.0	0.3	0.2	66.6	0.8	0.6	75.0
TOTAL	71.9	22.2	30.9	85.3	42.0	49.2	66.6	44.5	66.8	223.8	108.7	48.6

APPENDIX VI

Table showing category-wise amount sanctioned for various State schemes and their percentage during the first three years of the Second Plan period, (1956-57 to 1958-59)

(Rs. in lakhs)

Category	1956-57		1957-58		1958-59		Total for 3 years	
	Amount sanctioned	% to total amount sanctioned	Amount sanctioned	% to total amount sanctioned	Amount sanctioned	% to total amount sanctioned	Amount sanctioned	% to total amount sanctioned
1. Training	23.2	32.3	31.7	37.2	27.3	41.0	82.2	36.7
2. Marketing	13.8	19.2	20.4	23.9	18.9	28.4	53.1	23.7
3. Production	7.3	10.2	11.4	13.4	3.5	5.2	22.2	9.9
4. Co-operatives	6.5	9.0	8.0	9.4	6.2	9.3	20.7	9.3
5. Common Facility	14.0	19.5	7.0	8.2	3.3	4.9	24.3	10.9
6. Research & Survey	0.3	0.4	1.0	1.2	0.9	1.3	2.2	1.0
7. Design	4.8	6.7	3.5	4.1	5.2	7.8	13.5	6.0
8. Demonstration	0.1	0.1	0.2	0.2	0.3	0.1
9. Publicity	0.6	0.8	0.6	0.7	0.3	0.5	1.5	0.7
10. Quality Marking	0.6	0.8	0.7	0.8	0.3	0.5	1.6	0.7
11. Museum	0.5	0.7	0.5	0.6	0.4	0.6	1.4	0.6
12. Administration	0.2	0.3	0.3	0.3	0.3	0.5	0.8	0.4
TOTAL	71.9	100.0	85.3	100.0	66.6	100.0	223.8	100.0

APPENDIX VII

(A) Statement showing year-wise sanctioned amounts for and utilised by Pilot Centres of the Handicrafts Board from 1955-56 to 1958-59

Serial No.	Name of the Centre	Date of starting	1955-56		1956-57		1957-58		1958-59	
			Amount sanctioned	Amount Utilised	Amount sanctioned	Amount Utilised	Amount sanctioned	Amount Utilised	Amount sanctioned	Amount utilised
1	2	3	4	5	6	7	8	9	10	11
1	Training Centre in Dolls making, Bandra, Bombay.	1-4-55	23,095	22,950	24,595	23,648	50,270	43,912	68,160	59,035
2	Research Section at Training Centre in Dolls making, Bandra, Bombay.	16-5-58	26,500	13,689
3	Weaving Centre for Silk and Cotton Sarees, Kanchipuram, Madras.	1-4-55	12,100	12,100	21,000	21,000	31,450	30,758	24,035	23,200
4	Brocade Weaving Centre, Surat,	1-7-55	33,240	39,634	57,840	20,978	54,834	37,006	46,095	28,188
5	Sangeeta Vadyalaya, Madras	16-11-55	52,200	3,875	..	40,426	73,953	35,866	63,913	54,072
6	Centre for extraction of Pine Apple Fibre, Moodbidri, Mysore.	1-2-56	7,400	2,100	5,300	3,100	8,000	5,314	20,270	14,257
7	Pottery Craft Centre, Bombay	1-10-56	28,850	11,577	35,340	11,659	32,290	8,358
8	Training Centre in Raffia work at Faridabad (Punjab).	19-10-56	15,575	8,235	15,195	15,851
9	Production Centre in Raffia work at Faridabad (Punjab).	19-10-56	30,278	14,826	6,725	

10	Production Centre for Character Indian Dolls, Bandra, Bombay.	1-11-56	16,850	10,835	26,200	16,045	19,620	20,296
11	Development Centre for Educational Wooden Toys, Bombay.	1-11-56	25,245	15,382	49,750	42,964	68,885	59,715
12	Research Section at the Development Centre for Educational Wooden Toys, Bombay.	15-5-58	48,770	10,555
13	Production Centre for Tie & Dye Work, Madurai (Madras).	20-12-56	7,042	4,550	38,800	29,345	26,135	20,480
14	Dye Research Laboratory, Kalakshetra, Adyar, Madras.	1-12-56	65,116	32,558	48,553	48,553
15	Weaving Centre for Cotton and Silk Sarrees, Kotha Kota, (Andhra).	11-5-57	22,130	12,066	15,245	13,943
16	Training Centre in Kalamkari Art, Kalahasti, (Andhra).	15-7-57	16,580	11,263	19,190	14,430
17	Marketing of Black Pottery, Nizamabad.	15-7-57	15,540	8,387	16,540	13,979
18	Development Centre for Wall and Pot Painting, Varanasi.	12-7-57	27,200	6,400	18,189	13,969
19	Training Centre in Lacquerware Junagadh, (Bombay).	1-9-57	8,805	7,030	16,770	16,041
20	Centre for Training in Wood Work, Basket and Cane and Bamboo Work, Kotagiri, Nilgiris.	26-6-58	21,292	12,512
21	Development Centre for Puppetry (Bharatiya Kala Kendra), New Delhi.	30-11-57	10,000	Not available	10,000	10,000
22	Training in Packing Techniques, Mysore.	25-8-58	32,358	12,855

1	2	3	4	5	6	7	8	9	10	11
23	Administrative Unit, Madras	15-5-58	24,540	8,276
24	Administrative Unit, Bombay	10-5-58	29,680	4,083
25	Development Centre for Embroidery Work, Nirgachimund, Nilgiris.	19-6-58	18,657	14,948
26	Bronze Production Centre, Bangalore.	15-8-58	51,520	25,365
27	Development of Theatrical Crafts (Bharatiya Natya Sangh), New Delhi.	27-8-58	55,300	55,300
28	Development Centre for Terracotta Pottery, Varanasi.	1-8-58	36,326	13,027
29	Development Centre for Mat Weaving and Cane and Bamboo Work, Barliar.	1958	15,617	2,239
30	Central Unit for Nilgiris, Ootacamund.	1958	14,357	949
31	Establishment of Textile Section in the Bharatiya Kala Bhavan, Varanasi.	1958	25,500	25,500
TOTAL			1,28,035	80,659	2,02,297	1,59,731	5,64,246	3,45,399	9,36,227	6,33,665

APPENDIX VII *Contd.*

(B) *Statement showing the number of persons trained, the rate of stipend and duration of training at the training Centres started by the Handicrafts Board from 1956-57 to 1958-59.*

Serial No.	Name of the Centre	Name of the Craft	Location	Date of Starting	Admission	Rate of Stipends	Duration of course	No. of persons		
								Trained 1956-57	Under training 1957-58	Under training 1958-59 as on 31-3-59
1	2	3	4	5	6	7	8	9	10	11
						Rs. p.m.				
1	Training centre in Dolls Making, Bombay.	Dolls Making	Bombay	1-4-55	40	*50 *30	1 year	25	25	40
2	Training Centre in Lacquerware, Junagad.	Lacquer work	Junagad	1-9-57	6	75	1 year	..	6	9
3	Training centre in Terra Cotta Pottery, Varanasi.	Pottery	Banaras	Training not started	20	25	1 year
4	Training Centre in Wood Work, Cane and Bamboo and Basket making Kotagiri.	Basket & Cane Bamboo wood work.	Kotagiri, Nilejiri	26-6-58	30	25	6 months	19
5	Training Centre in Packing Techniques, Mysore.		Mysore	1-11-58	18	**50 **30	6 months	14

*Rs. 30/- p.m. for Bombay State and Rs. 50/- p.m. for other States.

**Rs. 30/- p.m. for Mysore State and Rs. 50/- p.m. for other States.

1	2	3	4	5	6	7	8	9	10	11
6	Sangeeta Vadyalaya, Madras	Musical Instruments	Madras	16-11-58	30	*** 40 *** 25	1 year	20	30	30
7	Training Centre in Kalamkari Art, Kalahasthi.		Kalahasthi (Andhra).	15-7-57	6	40	2 years	..	6	..
8	Training Centre in Raffia Work, Faridabad.	Raffia (Palm leaf work).	Faridabad (Punjab).	19-10-56	10	30	6 months	15	20	10
9	Training Centre in Mat weaving and cane and Bamboo work Barliar.	Mat weaving and cane and bamboo.	Parliar, Nilgiri	Training not started	20	25

***Rs. 25/- p.m. for Madras State and Rs. 40 p.m. for other States.

APPENDIX VIII

Table showing amount sanctioned and utilised for various exhibitions participated in and organised by the Handicrafts Board during 1953-54 to 1958-59.

Sl. No.	Name of the exhibition	Place	Duration of the exhibition	Amount sanctioned	Amount utilised
1	2	3	4	5	6
1953-54					
(A) INDIAN EXHIBITIONS					
1.	Prints Exhibition	Delhi	25-2-54 to 5-3-54	20,000	17,945
2.	Kalyani Exhibition	Kalyani	16-1-54 to 7-2-54	50,000	50,000
3.	Pottery, Mat & Toys Exhibition	Delhi	11-4-53 to 19-4-53	18,818	18,818
4.	Srinagar Exhibition	Srinagar	..	23,000	22,874
TOTAL				1,11,818	1,09,637
(B) FOREIGN EXHIBITIONS					
1.	Dolls Exhibition	Canberra (Australia).	..	2,400	1,830
2.	Dolls Exhibition	Sydney (Australia).	..	150	10
3.	Display at Consul General's office in French Indo-China, Hanoi.	(Hanoi) Indo-China.	..	3,300	2,465
4.	Handicrafts samples sent to Paris	Paris (France)	July, 1953	3,651	3,389
5.	Handicrafts Exhibition	Cairo (Egypt)	2-9-54 to 1-10-54	52,000	46,434
6.	Bamboo & Lacquerware Exhibition	Bangkok (Thailand)	August, 1953	22,500	850
7.	Needlecraft Exhibition	New Zealand	January 1953	2,000	1,285

1	2	3	4	5	6	
1953-54—contd.						
8.	Seattle Fair	Seattle (U.S.A.)	11-2-54 to 24-2-54	37,390	28,165	
9.	Coronation Exhibition	London	28-5-53 to 27-6-53	55,000	55,000	
TOTAL				1,58,391	1,39,428	
GRAND TOTAL				(1953-54)	2,70,209	2,49,065
1954-55						
(A) INDIAN						
1.	Phulkari Exhibition	Delhi	8-3-54 to 17-3-54	12,687	9,421	
2.	Avadi Congress Session Exhibition	Avadi & Delhi	Dec. 1954 to Jan. 1955	47,000	46,656	
3.	Nirmal Exhibition	New Delhi	24-11-1954 to 28-11-1954	3,048	3,047	
4.	Children Festival on Prime Minister's birthday	Delhi	14-11-54 to 21-11-54	3,507	2,807	
5.	Handicrafts Display in train carrying Chinese Delegation.	Special Delhi	December 1954	502	502	
TOTAL				66,744	62,433	
(B) FOREIGN						
1.	Dolls Exhibition	Karachi (Pakistan)	..	250	151	
2.	Handicrafts Exhibition	Sao Paulo (Brazil)	..	2,116	2,116	
3.	British Industries Fair	London	3-5-54 to 14-5-54	8,967	8,966	
4.	Nepal Exhibition	Nepal	13-11-54 to 12-12-54	2,000	1,615	
5.	Dolls Exhibition	Newchatel (Switzerland)	Sep/Oct. 1954	3,000	965	
TOTAL				16,333	13,813	
GRAND TOTAL (1954-55)				83,077	76,246	

1	2	3	4	5	6
(A) INDIAN		1955-56			
1.	Indian Dolls Exhibition	New Delhi	18-3-55 to 31-3-55	3,000	2,000
		Bombay	24-4-55 to 13-5-55		
2.	Indian Industries Fair	New Delhi	28-10-55 to 1-1-56	3,55,900	3,17,313
TOTAL				3,58,900	3,19,313
(B) FOREIGN					
1.	St. Erik Fair	Stockholm (Sweden)	27-8-55 to 14-11-55	39,700	11,752
2.	Moscow Exhibition	Moscow (Russia)	8-10-55 to 27-11-55	3,80,000	2,74,907
3.	Brussels Fair		April/May 1955	1,39,000	1,02,254
4.	Leipzig Fair	Leipzig (W. Germany)	26-2-56 to 8-3-56	4,75,000	76,629
TOTAL				10,33,700	4,65,542
GRAND TOTAL (1955-56)				13,92,600	7,84,855
		1956 57			
(A) INDIAN					
1.	UNESCO Exhibition	Delhi	8-11-56 to 8-12-56	1,60,250	..
2.	Arts & Crafts Exhibition	Jammu	13-11-56 to 13-12-56	400	210
3.	Diamond Jubilee Celebration of Forest Research Institute, Dehradun.	Dehradun	6-12-56 to 16-12-56	98	68
4.	Bamboo & Lacquerware Exhibition	Delhi	..	1,14,500	62,967
5.	Metalware Exhibition	New Delhi	..	41,000	33,816
TOTAL				3,16,248	97,061

1	2	3	4	5	6
1956-57 contd.					
(B) FOREIGN					
1.	Seattle Fair	Seattle (USA)	4-5-56 to 13-5-56	65,000	24,084
2.	Accra Lagos Exhibition	Accra Gold Coast Lagos, Gold Coast	28-4-56 12-5-56 25-5-56 to 8-6-56	2,25,300	1,35,840
3.	Prague Exhibition	Prague (Czechoslovakia)	6-9-56 to 30-9-56	27,249	27,348
4.	Zagreb Exhibition	Zagreb (Yugoslavia)	7-9-56 to 18-9-56	28,024	28,020
5.	Frankfurt Fair	Frankfurt (W. Germany)	1-9-56 to 6-9-56	30,453	30,447
6.	Texas Fair	Texas (USA)	6-10-56 to 21-10-56	25,000	19,667
7.	Home crafts/Hobbies/ Handicrafts	London	September 1956	46,300	16,009
8.	Selfridges Exhibition	London	4-2-57 to 16-2-57	1,15,000	64,636
9.	Bangkok Exhibition	Bangkok (Thailand)	7-12-56 to 22-12-56	30,000	25,735
10.	Handicrafts Exhibition	Nairobi (S. Africa)	22-12-56 to 5-1-57	5,000	1,930
11.	Exhibition of Children's paintings.	Finland	..	416	416
12.	Donation of Indian Costumes & Jewellery	Paris (France)	..	500	424
TOTAL				5,98,342	3,74,556
GRAND TOTAL : (1956-57)				9,14,590	4,71,617

1	2	3	4	5	6
1957-58					
(A) INDIAN					
1.	Leather Craft Exhibition	Madras		3,250	1,967
			Total	3,250	1,967
(B) FOREIGN					
1.	9th German Handicrafts Trade Fair	Munich (W. Germany)	15-5-57 to 26-5-57	41,783	41,783
2.	XXVI International Trade Fair	Poznan (Poland)	9-6-57 to 23-6-57	645	645
3.	St. Erik Fair	Stockholm (Sweden)	..	17,500	12,303
4.	International Trade Fair	Damascus (Syria)	1-9-57 to 30-9-57	16,900	12,757
5.	Gifts of dolls to Jamia Talim-e-Milli, Karachi	Karachi (Pakistan)	..	75	29
6.	Gift of Indian Headgears to World University Service	Canada	..	500	273
7.	Supply of Indian Handicrafts to Chinese Chamber of Commerce, Surabaya	Surabaya (Indonesia)	14-11-57	1,500	1,384
8.	Central and S.E. Asia Folk Craft Exhibition, Tokyo	Tokyo (Japan)	7-5-57 to 19-5-57	3,388	3,373
9.	Supply of Dolls to 3rd International Festival of Children	Palermo (Italy)	9-6-57 to 23-5-57	425	422
10.	Display of Indian Handicrafts in the Tourist Office	Frankfurt (W. Germany)	..	10,000	7,797
11.	Handicrafts samples to West Germany	Bonn (W. Germany)	..	1,434	1,399
12.	Handicrafts Exhibition	Beirut (Lebanon)	16-12-57 to 23-12-57	47,000	39,599
13.	Handicrafts Exhibition	Peking (China)	19-9-57 to 3-10-57	1,15,000	1,10,262
14.	New York World Trade Fair	New York (USA)	14-4-57 to 27-4-57	99,000	81,439
15.	Exhibition-cum-Display Bon Marche	at Paris (France)	27-4-57 to 18-5-57	1,28,000	1,26,889
TOTAL				4,83,150	4,40,354
Grand Total 1957-58				4,86,400	4,42,321

1	2	3	4	5	6
1958-59					
(A) INDIAN					
1.	Saree Exhibition	New Delhi	..	94,000	83,808
2.	Mobile Exhibition of sarees	53,500	49,895
3.	Republic Day Celebration	62,000	28,284
4.	Dussehra & Diwali Celebrations	73,800	17,716
5.	All-India Khadi Industries Exhibition,	Cannanore	..	5,000	2,048
6.	Agricultural Exhibition	Trivandrum	..	5,000	1,781
7.	All-India Swadeshi & Industrial Exhibition	Madurai	..	5,000	1,439
8.	Khadi Village Industries	Belgaum	..	688	688
9.	India 1958 Exhibition	New Delhi		3,57,835	3,56,564
10.	Grants for handicrafts exhibition to Art Craft Society, Calcutta	3,500	2,378
11.	Baluchar Saree Exhibition	5,000	5,000
12.	Grant to Indian Cooperative Union for Exhibition	7,000	7,000
13.	Exhibition of Design and Living	10,000	10,000
14.	Srinagar Exhibition	Srinagar	..	11,000	9,714
Total				6,93,323	5,76,315
(B) FOREIGN					
1.	International Festival of Dolls and Puppets Theatre,	Rumania	..	6,050	1,907
2.	International Festival of Children	Palermo	..	1,850	1,511
3.	Supply of Indian Dolls & Costumes for Display	Cairo (Egypt)	..	800	612
4.	Supply of Indian Handicrafts	Kabul (Afganistan)	..	15,000	5,564
5.	Leipzig Fair, 1958 Lipzig (W. Germany)	1,85,000	16,438
6.	Artistic Textiles for display in New York	New York	..	3,000	2,952

1	2	3	4	5	6
<i>1958-59—contd</i>					
7.	Gift of Indian Goods	Rumania	..	12,250	4,231
8.	Presentation of Ivory Souvenir.	Oslo	..	2,650	2,101
9.	Canadian Exhibition	Toronto (Canada)	..	41,078	22,091
10.	World Trade Fair	New York (USA)	..	1,59,000	48,489
11.	Seattle Fair (1958)	Seattle (USA)	..	1,39,600	40,900
12.	Frankfurt Fair (1958)	Frankfurt (W. Germany)	..	1,17,000	19,893
13.	Hiroshima Fair	Hiroshima (Japan)	..	9,500	1,073
TOTAL:				6,92,778	1,67,762
Grand Total : 1958-59				13,86,101	7,44,077

APPENDIX IX

Statement showing Year-wise Sales at Handicrafts Emporia from 1953-54 to 1958-59

(N.A.—Not available)

Sl. No.	Name of the Emporium	Year of start	Sales (as in 1000)					
			1953-54	1954-55	1955-56	1956-57	1957-58	1958-59
1	2	3	4	5	6	7	8	9
ANDHRA								
1.	Government Cottage Industries Sales Depot, Hyderabad.	1930	234	280	422	480	430	672
2.	Central Sales Emporium, Vijayawada . . .	1955	7	53	60	107
3.	The Eastern Godawari District Industrial and Commercial Museum of Cottage Industries, Rajahmundry.	1957	17	19 (Upto Feb. 59)
4.	Cottage Industries Sales Emporium, Tirupatti .	1957	2	18
5.	Government Sales Depot, Warrangal . . .	1958	1
6.	Government Sales Depot, Visakhapatnam . .	1958	4
ASSAM								
1.	The Assam Cooperative Cottage Industries Association Limited, Shillong.		12	11	15	13	14	12 (Upto Sept. '58)
2.	The Government Emporium and Central Stores, Gauhati.	1922	268	N.A.	N.A.	N.A.	31	28

1	2	3	4	5	6	7	8	9
	<i>ASSAM—contd.</i>							
3.	The Government Emporium and Central Stores, Karimganj.	N.A.	198	277	281	281	293	N.A.
4.	Government Emporium, Dibrugarh . . .	1958	4
5.	Government Emporium, Siva Sagar . . .	1958	1
6.	Government Emporium, Kohima . . .	1958	N.A.
7.	Assam Government Emporium, Digboi . . .	1958	3
8.	Assam Government Emporium, Kalimpong (W. Bengal).	1958	N.A.
9.	Assam Government Emporium, Nazira . . .	1958	2
10.	Assam Government Emporium, Kokrajhar . . .	1958	N.A.
11.	Assam Government Emporium, Golghat .. .	1958	2
BIHAR								
1.	Bihar Cottage Industries, Gulzarbagh, Patna . . .							
2.	Bihar Cottage Industries Sales Emporium, Gauhati.	1935	323	283	472	465	475	N.A.
3.	Bihar Cottage Industries Sales Emporium, Bombay.							
BOMBAY								
1.	Cottage and Small Scale Industries Sales Depot, Bombay.	1940	438	530	652	540	534	N.A.
2.	Khadi and Village Industries Emporium, Bombay.	1954	..	522	740	823	887	1,315 (including village industries products).

1	2	3	4	5	6	7	8	9
BOMBAY—contd.								
3.	Saurashtra Emporium, Rajkot	1955	22	38	42	N.A.
4.	Saurashtra Emporium, Jamnagar	1956	18	8	43
5.	Saurashtra Emporium, Bhavnagar	1956	3	8
6.	Government Cottage Industries Sales Depot, Aurangabad.	1951	8	6	11	11	8	20
7.	Government Cottage and Small Scale Industries Emporium, Nagpur.	1957	40	75
8.	Government Emporium of Arts and Crafts conducted by Lord Reay Industrial Museum, Poona.	1940	12	11	14	29	41	32
9.	District Sales Depot, Nasik	1958	N.A.
10.	Cottage Industries Sales Depot, Kolhapur	1958	N.A.
DELHI								
1.	Central Cottage Industries Emporium, New Delhi	..	1,014	1,419	1,083	1,832	1,887	2,675
2.	Delhi State Industries Emporium, New Delhi	1957	19	N.A.
3.	Refugee Handicrafts, New Delhi	1956	188	155	176
HIMACHAL PRADESH								
1.	Himachal Pradesh Sales Depot, Simla	1957	30	84
2.	Himachal Pradesh Sales Depot, Mandi	1957	38	71

101

JAMMU & KASHMIR

1. Kashmir Government's Art Emporium, Srinagar	}	1949	2,300	2,550	3,110	3,609	4,127	3,570
2. Kashmir Government's Art Emporium, Jammu								
3. Kashmir Government's Art Emporium, Amritsar								
4. Kashmir Government's Art Emporium, Bombay								
5. Kashmir Government's Art Emporium, Madras								
6. Kashmir Government's Art Emporium, Patna								
7. Kashmir Government's Art Emporium, Calcutta								
8. Kashmir Government's Art Emporium, Lucknow								
9. Kashmir Government's Art Emporium, New Delhi.								
10. Kashmir Government's Art Emporium, C. Place New Delhi								
11. Kashmir Government's Art Emporium, Hyderabad.								
12. Kashmir Government's Art Emporium, Bangalore								
13. Kashmir Government's Art Emporium, Ahmedabad								
14. Kashmir Government's Art Emporium, Simla								
15. Kashmir Arts and Crafts Cooperative Society Ltd., Srinagar.		1950	58	119	113	539	531	N.A.

KERALA

1. Cochin Central Cooperative Cottage Industries Marketing Society, Trichur.		1939	108	129	190	133	128	160
2. Trivandrum District Cottage Industries Marketing Cooperative Society Ltd., Trivandrum.		1956	35	49	49
3. Travancore State Cooperative Sales Dept, Trichur.		1958	N.A.

1	2	3	4	5	6	7	8	9
MADHYA PRADESH								
1.	Central Arts and Crafts Centre, Indore	1946	132	221	260	144	156	N.A.
2.	Arts and Crafts Emporium, Indore	1954	..	139	136	151	171	N.A.
3.	Government Arts and Crafts Emporium, Raipur	1957	23	27
4.	Government Arts and Crafts Emporium, Bhopal	1953	11	29	130	95	54	N.A.
5.	Government Cottage Industries and Handloom Emporium, Rewa	1958	3
6.	Government Emporium, Satna	1958	N.A.
7.	Government Emporium, Sidhi	1958	1
8.	Arts and Crafts Emporium, Shadol	1955	1	2	5	5
9.	Government Cottage Industries and Handloom Emporium, Chattarpur	1958	7
10.	The Government Emporium, Panna	1957	1	N.A.
11.	Government Emporium, Tikamgarh	1957	3	N.A.
12.	Government Sales Depot, Sanchi	1956	4	4
13.	Madhya Pradesh, Cottage Industries, Emporium, New Delhi	1957	22	27
14.	Government Sales Depot, Panna	1958	1
MADRAS								
1.	Handicrafts Emporium, Madras	1954	..	75	206	207	176	290

2.	Victoria Technical Institute, Madras	..	539	615	649	787	917	986
3.	Handicrafts Emporium, Madurai	1956	2	N.A.	N.A.
4.	Regional Museum of Small Scale and Cottage Industries, Coimbatore.	1958	N.A.
5.	Regional Museum of Small Scale and Cottage Industries, Trichy.	1958	N.A.
MANIPUR								
1.	Manipur State Handloom Weavers Cooperative Society Ltd., Imphal.	1956	3	10	7
MYSORE								
1.	The Mysore Government Arts and Crafts Emporium, Bangalore.	1921	124	118	115	158	121	157
2.	Shri Chamarajendra Technical Institute, Mysore	1862	167	227	168	210	325	240
3.	Mysore Government Handicrafts Emporium, Mayabie.	1958	1
ORISSA								
1.	Orissa State Cottage Industries Emporium, Cuttack.	1955	226	109	115	N.A.
2.	Cottage Industries Emporium Bhubaneswar	1958	14
3.	Utkal Cooperative Cottage Industries, Cuttack	1954	..	2	70	22	2	61
4.	Arts and Crafts Centre, Puri	1953	9	52	50	50	55	56
5.	Village Industries Emporium, Rourkela	1957	9	N.A.

1	2	3	4	5	6	7	8	9
PUNJAB								
1.	Government Cottage Industries Museum and Emporium, Chandigarh.	1948	29	18	25	29	39	6
2.	Government Arts and Crafts Emporium, Patiala	1955	84	126	186	359
3.	Government Regional Sales Emporium, Malerkotla.	1952	2	4	35	13	47	4
4.	Government Regional Sales Emporium, Phagwara	1952	7	10	13	6	6	N.A.
5.	Punjab Government Cottage Industries Emporium New Delhi.	1955	40	85	160	116
RAJASTHAN								
1.	Rajasthan Government Handicrafts Emporium, Jaipur	1946	32	N.A.	54	39	53	41
2.	Rajasthan Government Handicrafts Emporium, Udaipur	1956	4	13	10
3.	Rajasthan Government Handicrafts Emporium Jodhpur	1956	12	23	27
4.	Rajasthan Government Handicrafts Emporium, Ajmer	1957	14	19
5.	Rajasthan Government Handicrafts Emporium, Mount Abu	1957	14	21
6.	Rajasthan Government Handicrafts Emporium, New Delhi	1953	109	57	50	68
7.	Rajasthan Government Handicrafts Sales-cum-Procurement Depot, Nathdwara	1957	1

8.	Rajasthan Govt. Handicrafts Sales-cum-Procurement Depot, Bikaner	1958	3
9.	Rajasthan Govt. Handicrafts Sales-cum-Procurement Depot, Kotah	1958	8
10.	Rajasthan Govt. Handicrafts Sales-cum-Procurement Depot, Chittorgarh	1958	1
11.	Rajasthan, Government Handicrafts Sales-cum-Procurement Depot, Alwar	1958	N.A.

TRIPURA:

1.	Central Sales Emporium, Agartala	1958	5
----	----------------------------------	------	----	----	----	----	----	----	---

UTTAR PRADESH:

1.	Government of U.P. Handicrafts Showroom, Hazratganj, Lucknow.	1915	1,012	1,478	1,217	2,000	1,492	1,259
2.	Government of U.P. Handicrafts Showroom, Aminabad, Lucknow							
3.	Government of U.P. Handicrafts Emporium, New Delhi							
4.	Government of U.P. Handicrafts, Agra							
5.	Government of U.P. Handicrafts Showroom, Agra							
6.	Government of U.P. Handicrafts, Allahabad							
7.	Government of U.P. Handicrafts Showroom Calcutta							
8.	Government of U.P. Handicrafts, Nagpur							
9.	Government of U.P. Handicrafts, Hyderabad							
10.	Government of U.P. Handicrafts, Bhopal							

WEST BENGAL

1.	Government Sales Emporium, Chittaranjan Avenue, Calcutta	1952	130	123	199	218	207	700 (Approximate).
2.	Government Sales Emporium, Rash Behari Avenue, Calcutta							
3.	Government Sales Emporium, Cornwallis Street, Calcutta							
4.	Government Sales Emporium, G.T. Road, Howrah							

1	2	3	4	5	6	7	8	9
WEST BENGAL—contd.								
5.	Government Sales Emporium, Kalimpong	1957	21	31
6.	Viswa Bharati Silpa Sadan Emporium, Sriniketan	1939	48	34	54	27	29	35
7.	Viswa Bharati Silpa Sadan Emporium, Santiniketan		20	23	36	15	16	13
8.	Refugee Handicrafts Calcutta	1958	N.A.
9.	Bengal Home Industries Association, Chowringhee Calcutta	1956	329	385	N.A.
10.	Government Sales Depot, Siliguri	1957	30	N.A.
11.	Kalimpong Industrial Cooperative Society, Kalimpong		25	20	20	N.A.	N.A.	N.A.
12.	Viswa Bharat Silpa Sadan Production Centre Sriniketan	1939	180	125	180	99	194	211

APPENDIX X

Indian Handicrafts Development Corporation Ltd.

In order to give impetus to the exports of handicrafts, the Indian Handicrafts Development Corporation Limited has been set up in April 1958 with the object of promoting exports of handicrafts in all manners.

The Corporation has taken the following steps with the above objective in view:

Export Promotion;

(i) Assistance to exporters of handicrafts:

In order to encourage exporters to produce goods for the export markets in accordance with the specifications and quality required to export, the Corporation has been rendering financial assistance to exporters and producers of handicrafts in the form of loans against firm export orders upto 80 per cent of the value of the order. During 1958-59, the Corporation provided credit amounting to Rs. 1,95,000 to co-operatives and private institutions which resulted in a total export of handicrafts to the value of about Rs. 5,42,000 out of which Rs. 4,76,000 represent exports of Russia. So far loans to the tune of Rs. 1,85,000 have been granted to the exporters-cum-producers and it is expected that this will result in substantial exports to U.S.A. and other western countries and also to the Middle East.

With a view to bringing exporters into direct contact with foreign buyers, regional exhibitions were organised at Srinagar, Delhi, Madras, Mangalore and Hyderabad when the United States Trade Delegation visited India in 1958. This enabled exporters and producers to meet the delegation with their products and to acquire an intimate knowledge of the American preference. Such contacts enabled handicrafts manufacturers to introduce new styles and designs in their products to suit the modern taste of the consumer in U.S.A. and other markets.

(ii) Participation in exhibitions:

The Corporation participated last year in an exhibition in Denmark through a Departmental Stores in Copenhagen. Goods worth about Rs. 1 lakh were sent and the exhibition was a great success. The exhibition also received good advertisement in the Danish press. Goods worth about Rs. 70,000 were also sold at this exhibition.

It is also proposed to participate in the following fairs to be held in different countries during the year 1960 :

- i. Frankfurt Spring Fair, Frankfurt (West Germany);
- ii. Canadian National Exhibition, Toronto (Canada);
- iii. New York World Trade Fair, New York, N.Y.;
- iv. California International Trade Fair and International Emporium, Los Angeles (California);

During the current year, the Planning Committee of the Indian Council of Foreign Trade has been arranging 'Fleating Fair' of various types of goods including handicrafts on a steamer which will be visiting the ports of Kuwait, Bahrein, Aden, Jeddah, Zibouti, Massava, Port Sudan, Mombasa, Zanzibar, Dar-o-Salaam, Colombo. The Handicrafts Corporation is participating in this Fair.

(iii) Handicrafts Sale in-neighbouring countries:

The Corporation has agreed, in principle, to associate with the All-India Handloom Fabrics Marketing Cooperative Society for marketing handicrafts through their sales depots abroad. It was decided to take up the free ports like Singapore and Aden to begin with.

Sample Room in India:

The Corporation has set up at its office a Sample Room displaying selected handicrafts available for export. Descriptive information on all of them is available through a card index system.

Sample Rooms in foreign countries:

The Corporation has arranged with the Commerce and Industry Ministry to attach one of the officers at the New York Trade Centre to look after the interests of handicrafts. He will act as a channel between the foreign buyer and the Indian manufacturers and exporters. Similar arrangement will be made at Frankfurt Centre also to popularise handicrafts in Germany and Continental countries.

The Corporation has made all preliminary arrangements to establish trade relationship with the India Export Development Corporation, Los Angeles for promoting handicrafts sales in the West Coast and Southern States of U.S.A.

Quality Inspection:

The foreign buyer is always worried about the quality of goods he is getting. To remedy this situation, the Corporation has taken up the task of doing pre-shipment inspection service at a nominal service charge. Necessary steps have been taken to register the Corporation's quality marking seal with the Registrar of Trade Mark.

Development of new designs for export:

In association with the Design Centres of the All-India Handicrafts Board, the Corporation have made samples of certain selected items like cigarette lighter stands and special type of 'modahs' and sent them to important foreign stores to know their reaction.

Visit of the Ford Foundation Specialists:

The Corporation has thought it essential to associate with the Ford Foundation Specialists visiting India from time to time. During the year under report, five such specialists visited India and they were given all facilities to do model work engaging Indian craftsmen. As a result, the Corporation has received concrete recommendations from the specialists for improving the quality and technique of production.

A scheme is under study for establishment of a production-cum-training-cum-extension Centre for artistic hand-bags.

A doll designing centre has already been set up at Bangalore under the auspices of the All-India Handicrafts Board and the Corporation is actively associated with all the programme of work.

New furniture designs for artistic work are being evolved with the help of Ford Foundation specialists.

The Corporation arranged for a Fashion Expert to see the best of Indian textile and jewellery and other fashion accessories in different parts of India. Her report on how our products could suitably be introduced into the fashion markets of the Continent is awaited.

Through another expert—a specialist in merchandising—the Corporation has gained good insight into the tastes of Germany and neighbouring countries. The Corporation has made arrangements for meetings with the various handicrafts manufacturers and exporters throughout the country for discussion and also for direct purchase of handicraft products. This resulted in orders worth about Rs. 12.5 lakhs for our various products in the country.

Towards publicity and information, the Corporation arranged publication of several recommendations and market survey reports etc. for the benefit of exporters.

The Corporation has formulated plans for the setting up of multi-purpose centres in the various regions of the country to afford region-wise assessment of important crafts having export potentiality.

For this purpose, regional centres are being opened at Delhi, Bombay, Madras and Calcutta. In addition, it is proposed to establish two centres in foreign countries—one in U.S.A. and the other in Frankfurt. The arrangements are already under way.