

Central Wool Development Board (CWDB)
Ministry of Textiles, Govt. of India, Jodhpur

INDEX OF PROPOSED NEW SCHEMES

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1. Wool Marketing Scheme (WMS)

Introduction-

The single weakest link after wool production is marketing of wool. There is complete apathy towards the interests of the woolgrowers in the country. The wool marketing in India is essentially in the hands of private wool merchants and traders. There is a common practice of wool producers selling the wool per animal basis well in advance. There is no organized market of wool to pay proper returns to the wool producers. The increasing import of wool has worked to the disadvantage of the primary wool producers in our country.

The prices of wool have been widely fluctuating and in the real terms hardly there has been any increase in the price of wool in last decade. The poor hold out capacity of the growers force them to sale their wool at the price dictated by the middlemen especially in the absence of any government agency procuring wool in substantial quantity. Given the low productivity of Indian sheep coupled with un-remunerative price structure, future of sheep breeders appears bleak and there is a danger of depletion of sheep stock in the country.

Therefore there is a need to streamline the wool procurement system in the country. Only when the woolgrowers get the full benefit of the price of their produce, they will be able to respond to the signals of the market and bring more investment in this sector to increase production and productivity of the wool. There is need to strengthen marketing and minimize exploitative role of middlemen by reactivating and revitalizing the state wool marketing organizations to expand their activities with an aim of procuring 20% to 25% of country's wool.

To give greater focus on Marketing of raw wool in the country, a new Scheme namely Wool Marketing Scheme (WMS) has been introduced by CWDB for all major wool producing States in the Country

Objects

- (a) To support State Govt. agencies for more procurement of wool from wool growers through Revolving Fund for marketing of raw wool
- (b) Financial assistance/ incentives for Formation of Wool Producers' Societies in the states To prevent exploitation of wool growers
- (c) Financial assistance to strengthen infrastructure required for wool marketing in existing wool Mandis.
- (d) Incentives to State implementing agencies for breeders to adopt sheep shearing by machines
- (e) Incentives to State implementing agencies for wool growers for popularizing sheep shearing machines, collection, transportation and primary grading of wool

Expect outcomes

Activity	Expected outcome
A. Revolving Fund for marketing of raw wool	Remunerative return to wool growers
B. Financial assistance/ incentives for Formation of Wool Producers' Societies in the states	<ul style="list-style-type: none"> • Better rate for wool • Organization of wool growers • As requirement of raw wool for RMG and carpets is increasing, will help to increase quality and quantity of wool • Bulking of wool.
C. Financial assistance to strengthen infrastructure required for wool marketing in existing wool Mandis.	<ul style="list-style-type: none"> • Better facilities (storage hall, testing, platform etc.) at wool Mandis for marketing • Auction facilities at Mandis • Develop e-market for wool through MIS and facility for e-auctions.
D. Incentives to State implementing agencies for breeders to adopt sheep shearing by machines	<ul style="list-style-type: none"> • Increased shearing through machines will lead to more yield per animal with better wool quality • Low shearing cost
E. Incentives to State implementing agencies for wool growers for popularizing sheep shearing machines, collection, transportation and primary grading of wool	<ul style="list-style-type: none"> • More returns for wool growers due to less transportation cost

Component

The CWDB (full form) will provide necessary financial assistance as grant in aid as per the requirement of the concern implementing agency under following components-

a) Revolving funds for the marketing of raw wool –

Under this component one time lump sum grant will provided as Revolving fund to various existing State Wool Marketing Federation/ Corporations /Organizations to strengthen marketing support for procurement of additional quantity of wool to provide remunerative returns to the wool growers and the strengthen their infrastructures. Also the funds will be provided for the development & designing of E- Portal for marketing /auction of raw wool.

b) Financial Assistance / incentives for formation of Wool Producers Societies-

At present sheep breeders are highly unorganized and their wool is sold by them in small volumes. In the present set up sheep breeders are compelled to sell their produce at the price dictated by traders due to their economic compulsions, low contribution of wool in sheep economy & low volume and distant location of markets. In some of the state like Rajasthan there is no marketing agency and no rate is declared by State Govt. and wool is sold in small quantity. There is need to formulate wool producers societies so that wool produce from the members can sold in bulk. This will increase the bargaining power of wool growers and can get better returns. Also buyer seller meet will be organized at the farm level to ease the marketing activity. The CWDB will provide necessary financial assistance/incentives for formation of wool producer's societies in the State where is no existence of State Govt. Marketing agency or in other States having wool growers societies to strengthen them engaged in raw wool marketing. The CWDB will also invites Kriya-Vikraya Cooperative Societies/ Krishi Vigyan Kendra/ Sahakari Samittee etc. that already established and working in all States/ District/ Village level in the interest of farmers for Agriculture/Dairy commodities under various Central/State Govt. Programmes. Under this component the buyer seller meet (BSM) will also organized. Further if required grant can be provide for some other value addition facilities. To implement this component the CWDB will provide financial assistance as per the requirements of State Agency.

c) Financial Assistance to Strengthening infrastructure at Wool Mandi-

In our country, at present most of the States have no proper and regular wool mandies. State Agriculture Marketing Board/ Marketing Committee operating wool mandies at Beawar, Bikaner and Kekri in Rajasthan, and Panipat in Haryana etc. In our country many traditional wool mandies exists in different states. In some mandies wool is transported either by wool grower or middleman for further trading. The buyers may be again traders or processing mill owners. The infrastructures of mandies are not up to the mark and need to strengthen. Quality Testing of wool, proper storage of wool and primary processing facilities are not exist in most of the mandies. Under this component, it is proposed that necessary financial assistance will be provided to the wool producing States or wool mandies authority for setting up of necessary infrastructure to establish and regulate these wool mandies. Assistance may be given for construction of Godowns/Storage, Grading and Packaging hall, Auction houses and to provide Wool Testing Equipments, belling and pressing machine, weighing machine etc. as per their need and requirement. Also assistance will be provided to develop E-Portal for auction of wool. The portal can also become a source to provide the quantity of wool available for sale along with quality for big buyers and origin of wool.

d) Incentives for Sheep Shearing by Machine-

In our country still hand shearing with scissors is in practice. Hand shearing not only expensive, time consuming but it also reduces the quality of wool in terms of short staple length and less yield per animal. While on the other hand machine shearing is cheap, quick and it improves the fiber length. Wool yield per animal is also increases approx. by 10%. Hence there is need to popularize machine shearing throughout the country. The component proposed to provide incentive for breeder to State Implementing Agency who will undertake the activity. It is proposed that the State implementing agency will encourage / motivate the breeders for adoption of shearing by machine in the field. For this purpose @ Rs. 5.00/- per sheep/ clip (Maximum for Two Clips in a year) will be provided to State implementing agency who will further pass it to beneficiaries.

e) Incentives for primary wool grading-

Still after shearing primary grading of sheared wool is not done which is essential. In the absence of primary grading, quality of whole lot affects. To encourage wool growers for grading after shearing, the component proposed to provide incentive to wool growers through implementing agency to adopt the primary grading after shearing. Under the component the CWDB will provide incentive @ Rs 5.00 per Sheep / Clip (Maximum 2 clips in a year) to State implementing agency for primary grading and transportation of raw wool to Wool Mandi or centralized godown.

Implementing Agencies under WMS :-

The scheme will be implemented in all wool producing State by the respective State/Central Government's Animal Husbandry Deptt./ Sheep & Wool Development Organization/cooperatives societies/institutes/wool mandi authorities etc.

Budgetary Provision - Wool Marketing Scheme

Year wise Physical & Financial Target for FY 2017-18 to 2019-20 is as under:

Rs in Lakhs						
Physical unit sub components wise	Unit	Component wise allocation	2017-18	2018 - 19	2019-20	Funds for 3 years
A. i)Revolving Fund for marketing of raw wool to existing State Govt. Sheep & Wool Organizations for procurement of wool directly from sheep breeders and to strengthen their infrastructure along with designing of ii) E- Portal for marketing\ auction. iii) Transportation incentive for wool procurement agencies	10 lakh wool (Avg. price Rs.50\ Kg.)	500	300	320	380	1000 (total Revenue Exp.)
B. Financial assistance/incentives for formation of wool producers societies in the states where no State Govt. agency is engaged in raw wool marketing and organizing Buyer Seller Meet (BSM)	As per requirement of State Govt. agencies	250				
C. Financial assistance to strengthening infrastructure required for wool marketing in existing wool Mandis. (storage halls, auction facility, platform, testing facilities etc.)	4 Mandis @25 lakh per mandi	100				

D. Incentives to State implementing agencies for breeders to adopt sheep shearing by machines and collection of wool	Rs.5 per sheep for 5 lakh sheep	25				
E. Incentives to State implementing agencies for wool growers for transportation and primary grading	Rs.5 per sheep for 5 lakh sheep	25				
Total Rs.->			300	320	380	1000

Note- The budget allocation above is tentative. Budget allocation under the scheme may be increase or decrease depending on the requirement of funds\ projects received. However the total allocation approved for the three years would not be crossed. Re appropriation of budget within the scheme and from one scheme to another scheme may be done after approval of Executive Committee of CWDB.

Guideline for implementation of MWS-

- Grant under the revolving fund component will be provided to procure raw wool directly from the wool growers and shall be utilized only for procurement of wool.
- Implementing Agency will submit detailed statement containing quantity of wool procured, list of wool growers from whom wool procured, procurement rate of wool, grant utilized. Every year and wool sold details.
 - Group of wool producers(Society\SHG etc.) will be formed by the Implementing Agency and shall registered with the relevant Govt. body
 - Wool producers can become members of the group The wool producer group shall be work under the guidance of the Implementing Agency
 - Buyer seller meet will be organized by the Implementing Agency
 - Incentives under the scheme (For transportation of wool, shearing through machine etc.) will be provided to Implementing Agency. Implementing Agency will further provide it to selected beneficiaries following the DBT guidelines

2. Wool Processing Scheme (WPS)

Introduction

The Woollen industry suffers from inadequate and outdated processing facilities. The pre-loom and post-loom facilities are required to be modernized for ensuring quality finished product. Quality finishing of the woollen products will not only increase use of indigenous wool but will also make the product more competitive in the international market. Owing to overall size of the woollen industry and specialized nature of equipments required for processing, the industry has been dependent on imported plant and machinery except for few complimentary types of equipment from local sources.

With this view , the scheme will provide support for all kind of wool and woollen processing facilities like- wool scouring, drying, carding dyeing, knitting, weaving, felting\ non woven for the integrated processing of raw wool and woolens in wool producing and wool trading areas. This new separate programme would provide a comprehensive service package of all kind of wool and woollen processing facilities including Machine Sheep shearing, quality parameters testing equipments, computer aided designing software etc. Establishing such plants/centers will increase wool processing capacity and will bring more fruits of value addition to Indian wool industry and will create more employment generation and income augmentation in the country. Financial assistance will also be provided to Implementing Agency (IA) for procurement and distribution of woollen products manufacturing small tools like knitting machine, charkhas etc. to the needy persons.

Objectives-

- To increase consumption of Indian wool
- To support and improve wool processing activities through installation of all kind of wool processing machines along with primary processing machines like bale press
- To improve quality of finished products through installation of testing equipments
- Support for distribution of small tools for manufacturing of woollen items (Knitting machines, spinning charkha etc.)
- To popularize sheep shearing by providing shearing machines

Expected Outcomes

- Improved wool processing facilities and better consumption of domestic wool
- Better quality products
- Improvement in wool quality in terms of more fiber length and increased wool yield per animal through machine shearing
- Ease in handling of wool and reduction in transportation cost of raw wool
- Facility for wool quality testing to manufacture better product
- Employment generation through distribution of tools for manufacturing woollen items
- Facility for manufacturing woollen products to weaker section of society at their home

Component

A. Establishing Common Facility Centers (CFCs) for wool processing machines

The Woollen industry suffers from inadequate and outdated processing facilities. Products being manufacturing on outdated machines are of low quality and does not compete in international market as well has low demand in domestic market. Most of the woollen industry in the unorganized sector are of small scale and does not has capacity to install latest high tech machines due to high cost. In the country composite mills are very limited which has all kind of wool processing facilities right from fiber to finished products. These belongs to organized sector and charges very high for processing wool on job work basis. On the other hand, small wool processor cannot establish all kind of wool processing machines due to huge financial requirement and has very limited wool processing machines (one or two segments from whole value chain) they are depend on other industry. For example spinning units are depends on others for scouring or dyeing process and vice versa. Adding the new processing machines would lead to more realization.

Some wool growing areas does not have wool processing facilities. Creation of wool processing facilities in these areas will give wool producers an option for value addition to get more returns. These processing facilities center will work as Common Facility Center(CFC) and will facilitate to all stake holders.

With this view setting up of wool processing facility Centre for different kinds of wool and woollen processing facilities like- wool scouring, drying, carding, combing, dyeing, knitting, weaving, felting\ non woven and finishing etc. are proposed to be set up by the CWDB for the integrated processing of raw wool and woolens in wool producing and wool trading areas. Establishing such plants/centers will increase wool processing capacity and will bring more fruits of value addition to Indian wool industry and will create more employment generation and income augmentation in the country.

B. Financial assistance for sheep shearing machines

It is observed that shearing through machines not only increases fiber length but also increases wool quantity. Wool sheared through machines also fetches more price due to improved quality subsequently wool grower will get more returns from wool. Presently very less quantity of sheep is shorn through machines where as in Australia all sheep are shorn through machines. There is need to increase sheep shearing activity. Under the component financial assistance would be provided to State Govt. agencies so that more and more sheep may be shear through machines.

C. Testing equipments and ancillary machines/equipments like:- bale press machine, testing equipments, Feed block making machines etc.

In our country, lack of quality check of the woollen products at different stages leads to produce inferior quality products. This is mainly due to absence of testing equipment with the industry. Further, at the cluster level testing facilities are also not available. State Govt. agencies also lacking with testing equipments and other primary wool processing machines like bale press. Bale press machine not only ensure more quantity of wool in a less space but it also

reduces transportation cost. To compete in the international levels and to ensure the manufacturing of required quality product there is need to set up more testing equipments. Under the component financial assistance will be provided to procure wool testing equipments and other ancillary equipments like bale press, feed block making machines etc.

D. Financial support for distribution of small tools for manufacturing of woollen items-

India is known for its traditional handmade item and demand of these handmade items is very high in both international and domestic market. These items are being manufactured on small tools like handlooms, carpet weaving loom, small knitting machines, spinning charkha (to produce hand spun yarn) etc. Many persons can earn their bread and butter if they have tools and skill to produce products on them. These small tools do not cost too much but still many persons do not afford them. India is having very huge young population and to provide them employment opportunity many skill generation programmes are being run by the Government. After skill development many people could not produce products in absence of small manufacturing devices. Under the component provision is kept to make available small tools for manufacturing woollen items to needy person.

Implementing Agency

State Govt. Sheep & Wool Development Boards\Corporations\Federation\Apex Society and private parties/wool industrialists through State Govt. agency

Budget

Year wise and component wise details of financial allocation of total Rs. 8 crore for FY 2017-18 to 2019-20 under Wool Processing Scheme (WPS) is as under-

Rs in Lakhs

Physical unit sub components wise	Unit	Component wise allocation	2017-18	2018-19	2019-20	Funds for 3 years
A. Establishing Common Facility Centers (CFCs) for wool processing machines for carbonizing, scouring, carding, spinning, dyeing, knitting, felt manufacturing, finishing of woollens etc. Introduce/installation of latest wool machinery/technology to make quality products on low cost basis for woollen industry, support for modification of existing wool processing machines for better consumption of domestic wool, support for computer software & hardware for designing etc.	5 centers @ Rs. 100 lakh each (maximum)	500	100	300	400	800 (total Capital Exp.)

B. Financial assistance for sheep shearing machines	50 machines@ Rs. 3 lakh\ machine	150				
C. Other machineries\equipments like:- bale press machine, testing equipments, Feed block making machines etc.	As per requirement of State Govt. agencies	100				
D. Financial support for distribution of small tools for manufacturing of woollen items (Knitting machines, spinning charkha etc.) to needy persons	As per requirement of State Govt. agencies	50				

Note- The budget allocation above is tentative. Budget allocation under the scheme may be increase or decrease depending on the requirement of funds\ projects received. However the total allocation approved for the three years would not be crossed. Re appropriation of budget within the scheme and from one scheme to another scheme may be done after approval of Executive Committee of CWDB.

Funding Pattern

Under the scheme grant will be provided only for procurement of machines\equipment. Cost towards land, building and recurring cost etc. would be borne by the implementing agency, itself. All the machines\equipments etc would be procured following GFR-2017.

Grant under the scheme would be released as under-

- (a) At the time of sanction : 30% of total grant
 - (b) At the time of placement of purchase order of the plant/machinery : 60% of total grant
 - (c) After commissioning of plant : remaining 10% of total grant.
- The scheme would be implemented in project mode of Rs. 100 lakhs (Maximum) or cost of the equipments\ machinery, whichever is less. This financial assistance would be provided by the Government of India (CWDB) as grant for above activities.
 - After seven years of sanction of project, machinery/equipments installed under the scheme will be automatically fully transferred to the Implementing Agency.

Project approval

The interested State Sheep & Wool Development Boards/Corporations/Federations/Apex Society may submit their application in the prescribed Performa showing detailed project cost along with justification for the project, financial status, availability of technical persons, required machinery/equipments with technical specification etc.

- The Project Proposals would first be technically vetted by Wool Research Association (WRA) Thane/ Central Sheep and Wool Research Institute (CSWRI-ICAR) or by any other related technical institute as decided by CWDB.

- If found suitable during technical vetting, project will be put up in Project Committee which will recommend the project to Executive Committee for approval.
- After approval from Executive Committee of CWDB, Board will issue sanction order and necessary grant in installments.

Guidelines

- Implementing Agency (I.A.) will form a committee for procurement
- All the machines/equipment shall be procured by Implementing Agency following GFR 2017 and through tender process
- Implementing Agency will provide the wool processing facility to needy persons on priority basis.
- Recurring cost to run the machines will be borne by the I.A.
- Implementing Agency will provide services to the wool growers/weaver etc on priority basis.
- Implementing Agency should have land & building (Lease hold/ freehold) either before submission of the project or agency has to arrange land and building after sanction of the project
- After seven years of sanction of CFC, machinery/plant installed under the scheme will be automatically fully transferred to the Implementing Agency.

3. Human Resource Development & Promotional Activities (HRD)

Introduction-

Wool sector is basically unorganized and labor oriented sector but presently provides employment opportunity to 3.5 Million people. It has been felt that human resources development aspects have rather been neglected in the wool sector. With the spurt of the Textile activities and the projected target growth, millions of direct jobs are likely to be created in the Textile industry along with creation of jobs in allied sectors. There is ample scope to provide jobs in the wool sector. In the wool sector the persons associated with the sector are mostly illiterate, landless, belongs to backward class and weaker section of community. The rearing practice of wool producing animals is still very old. The breeders need to teach scientific sheep rearing aspects to increase the productivity. Persons engaged in the industry also need to be trained in handling the new technology machines. Weavers from handloom and carpet industry also need to upgrade their skill to increase their income. Skill generation in the unemployed youth is also required to provide them employment opportunity or making them self employed.

Some areas has been identified for undertaking training programmes in collaboration with various reputed organizations/institutions/ Departments on: Farm management for sheep, Angora & Pashmina rearing, sheep shearing by machines, quality control/assurance, wool grading & marketing, primary processing of wool and woollens products, latest weaving and designing techniques to woollen artisans/weavers and etc.

In our country still there is need to adopt newly developed techniques through collaborative research projects with leading wool producing countries in the world. Also research work should be carried out to address the problems of the industry for production of quality products, reducing cost to compete in the international market, eco free processing etc. Product development and product diversification is area which need to be focused for better utilization of wool. The industry should undertake collaborative research projects with the major wool producing countries, with necessary support from the government. Some of the international organizations with which India could enter into collaborative research projects include Australian Wool Innovation, Wools of New Zealand, Federation Lanera Argentina, American Wool, South African Merino, British Wool Marketing Board, etc. Foreign collaborations should also be encouraged in designing and training, as it is a critical aspect. This is especially true in context of the changing fashion trends in the international markets, where there is a need to strengthen this link in the Indian industry. Exchange programmes should be organized between Indian students and students of foreign design institutes. Professors/faculties of foreign design institutions should be invited to teach at Indian design institutes.

There is need to open a dedicated innovation center for carpet at Jaipur to provide skilled manpower to carpet industry, to address the issues of their problems.

The scheme has been framed to address the issues of the wool sector w.r.t. to human resources to undertake the various activities in association of reputed institutions in the country as well as foreign collaboration. The following activities will be under taken under HRD & Promotional activities scheme:

- Training in weaving, carpet manufacturing or manufacturing woollen items in association of reputed organizations.
- Training to wool growers at reputed institutions/universities in scientific rearing, Artificial Insemination etc.

- Research & Development Project for product diversifications, development of new process, products, modification of machines etc, Consultancies, Survey/Studies in wool sector and other Misc. matters
- Standardize indigenous wool, Indian wool mark, branding & labeling
- Setting up of wool innovation center at Jaipur for carpet sector.
- International Co-operation/ foreign visits/ Conferences/ collaborations/ Buyers-Sellers meet/ seminars, workshops & meetings/ foreign training/ exhibitions/ survey& study/ monitoring & evaluations / MIS for wool rates/ reward & promotion programme for wool sector etc.
- Product diversification with design prospective
- Operating Wool Testing Centres at Bikaner to provide wool testing facility to woollen industry.
- Awareness programme on Swachhata

Objectives

- Employment generation through Skill development and skill upgradation
- Training to resources persons for better return
- To undertake research activities for development of new products, new process and diversification of products for better utilization of wool
- Standardize indigenous wool, Indian wool mark, branding & labeling
- Dissemination of new technology for manufacturing better quality products
- To fill gap of skilled weavers in carpet sector and to address the issues of carpets industry
- To take collect the problems of industry and their provide solutions from experts

Expected outcomes

A. Short term training programme for manufacturing/ weaving of woollen items , industry workers	Increase in availability of skilled person in wool sector
B. Training to resource persons in Scientific sheep rearing	Better management of sheep rearing
C. R&D projects	Product development, process modification Explore collaborations for value addition and utilization of coarse wool
D. Standardize indigenous wool and Indian Wool Mark, branding and labeling of wool.	Better marketing of woollen products
E. Establishment of wool innovation centre for carpet at Jaipur	Facilitation centre for carpet industry
I. International cooperation/ conference/ collaboration/ meets and organizing seminars/ workshop, exhibition survey/study, monitoring & evaluation of projects.	<ul style="list-style-type: none"> • Help in addressing the issues of wool sector • Dissemination of outcome of the research projects
G. Product diversification with design perspective for domestic wool etc.	More consumption of domestic wool in appropriate manner
H. Operating Wool Testing Laboratory at Bikaner and hiring the services of subject experts/consultants in CWDB	<ul style="list-style-type: none"> - Wool testing facility for woollen industry/ users on nominal cost - Provide services to Woollen Industry

Components

A. Training programme for Weavers, artisans in manufacturing woollen items .

Under this component, Central Wool Development Board intends to impart training in skill up-gradation and development in handloom\carpet weaving, knitting, other woollen products manufacturing through short term project of 1 year having training course of 3 months duration (total 4 batches in a year of 10 trainees per batch). In the project, assistance for product development and design development with the designing software will also be provided. Total assistance under the component for one year project period will be as under :

Provision for Establishment of Training Center for Manufacturing of woollen products and designing :

S. No.	Activity	Assistance under components	Total project cost of training center
i)	Stipend to trainees (10 persons for 3 months @ Rs. 125/- per day) Rs. 125X30X3X10= 112500 per batch : 4 batch in a year & total 40 trainees in a year	112500/per batch	(for 4 batch in a year) Rs. 4,50,000
ii)	Honorarium to Master Instructor @ Rs. 15,000/- per month (one instructor) 15,000 per month	45000/- per batch	(for 4 batch in a year) Rs. 1,80,000
iii)	Office Assistant/ Attendant @ Rs. 7,500 per month	22500/- per batch	(for 4 batch in a year) Rs. 90,000
iv)	Support for product development, Design & product Development & Product Diversification and equipments, computer software, printer etc (one time per project.) Maximum financial assistance of Rs. 2.10 lakh per project as per actual basis.		One time grant Rs. 2,10,000
	Total (i to iv)		Rs. 9,30,000
v)	Overhead expenses lump sum		Rs. 70,000
	Total cost of Short term training programme		Rs. 10,00,000

B. Training to resource persons in Scientific sheep rearing management , Artificial Insemination etc. at reputed institutes

People engaged in sheep/goat and angora rabbit rearing are very poor and illiterate/uneducated. Most of them live in remote villages and often migrate from one place to another in search of suitable pasture hence could not updated themselves in new developments technology. There is urgent need to provide training to them in latest practices of animal husbandry like breeding techniques, disease controlling, vaccination, treatment, artificial insemination, shearing by machine, primary grading and marketing of wool etc. The training would be imparted in relevant field at reputed institutions like- CSWRI, Central Sheep Breeding Farm Hissar, Big farms, Veterinary universities and colleges for providing training and charges towards training will be borne by CWDB.

C. Research & Development Project for product diversifications, development of new process, products, modification of machines etc, Consultancies, Survey/Studies in wool sector and other Misc. matters

Research & Development (R&D) activities would be promoted in the country to help the wool industry to adopt regular system of quality control, to maintain quality of products, to render technical and troubleshooting services with reference to selection of raw material, controlling various adjusting equipments and reducing the cost of production and improving the quality of product. Board will continue to provide financial assistance for R&D projects for product diversifications, development of new process, products, modification of machines etc, Consultancies, Survey/Studies in wool sector and other Misc. matters

D. Standardize indigenous wool, Indian wool mark, branding & labeling

Presently in the wool sector there is no standards available for raw wool. Lack of standards leads to produce inferior quality or good quality products with high cost. There is need to publish the standards for different quality raw wool so that appropriate quality products can be manufacture with reasonable cost. With the laid down standards for raw wool it will be easy to know that a particular quality of wool can produce certain quality products. A person can choose appropriate quality wool to make right quality finished products with low cost. Under the components raw wool quality wise standards will be develop through WRA, Textiles Committee and will also disseminate to industry through work shop/seminars.

E. Establishment of Wool Innovation Center at Jaipur

Under the proposed programme, Wool Innovation Centers to facilitate the industry as well as to address the issues of carpet industry by taking necessary measures to be established in the major wool product manufacturing hubs like Jaipur for carpets. The center will be operate as “Wool Innovation Center for Carpet” at Jaipur with the following objectives-

- To provide training to persons in carpet weaving to meet out the shortage of skilled carpet weavers
- To providing latest carpet designs to the exporters for further growth of export
- Addressing of issues of carpet industry
- Dissemination of newly developed techniques, information to carpet industry
- Work as the link office from the carpet manufacturers/carpet industry and export councils and Ministry

The center will have carpet designing software, computer, printer, carpet weaving looms and other necessary required items for the center. Till the creation of permanent posts, it is proposed to hire some consultants, subject experts/Instructor, designer or skilled persons for smooth running of proposed center and other various components under the programme under HRD & Promotional Activities.

F. International Co-operation /foreign visits/ Conferences/ collaborations/ Buyers-Sellers meet/ seminars, workshops & meetings/foreign training/exhibitions/survey& study/monitoring & evaluations /MIS for wool rates/reward& promotion programme for wool sector etc.

The textile industry is one of the oldest industries in the country and with the changing socio economic and political scenario, the peoples attitudes and job are changing continuously. Besides, adoption of new advances technology, increasing cost of raw material, demand in the international market and highly comparative business environment has made a situation more complex. The technical factors may improve through a method of modernization, machinery maintenances and optimize of process variables whereas, Human Resource are better utilized through techniques like training motivation etc.

Under the component, the CWDB intends to organize the buyer-seller meet to sponsor the technical persons for the international conferences, international seminars, and foreign training. Some areas have been identified for undertaking training programmes in country as well as in abroad in collaboration with other wool producing countries i.e. New Zealand and Australia, by exchanging the experts and organizing the Indo Australia Joint Working Group etc.

Under this component, CWDB would finance activities for International Co-operation/foreign training visits/IWTO Conferences/Buyers-Sellers meet and other efforts for marketing promotion internationally including Indo Australia Joint Working Group.

The demand of Indian woollen products in the international market is high but due to the less expose and awareness of the foreign market of the person engaged in small and cottage industry our export of woolens is still less. There is a need to explore the foreign markets and organizing buyers–sellers meet in abroad to increase the export.

It is intends to collect information of prevailing market rates of wool and yarn, latest trends and transactions of wool and woollen products on weekly/fortnightly/monthly/ quarterly basis through the agents appointed for this purpose at different wool markets (Mandies) in the country and from different State Govt. agencies. After compilation, information will be uploaded on CWDB website.

Board also intends to recognize the good work being done by different stake holders of the wool sector like-wool grower, weavers by starting a reward\promotion activity. Accordingly it is proposed to start a reward\Promotion Programme for different stakeholders\segments engaged in the wool sector as under-. The annual reward will be for-

- Progressive wool growers (one)
- Weaver engaged in manufacturing woollen items on Hand loom, carpet loom , etc.(One)
- Agency engaged in wool sector (Wool marketing, Co-operative societies, State Govt. dept, Research Institutes etc) (one)

Under this it is proposed to give award of Rs.0.50 lakh/- every year to one person from each segment i.e. wool grower, weaver and State Govt. Agency engaged in wool sector. A certificate will also be given from Board along with cash reward. Board will invite the names for award by writing letters to different state govt. agencies along with the brief work done or achievement made in the year. A certificate will also be given from Board along with cash reward. The selection of the candidate for the award would be done by a committee constituted by Board

G. Product diversification with design prospective

There is need to develop new and diversified products for better value realization through R&D. Modification in the existing products with the use of new technology or with change in the design according to the market trend can fetch more value. Diversified products can also utilize indigenous wool in better and effective manner. Under the components financial assistance will be provide for above purpose.

H. Operating of Board's Wool Testing Laboratories, Training/Innovation Centre along with hiring the services of consultants/ subject experts for the nodal agency i.e. CWDB.

During 12th Plan, the Central Wool Development Board operated wool testing laboratories at Bikaner. These testing facilities are being availed by the wool growers, weavers, wool industrialists, users and decentralized sector of wool sector. The CWDB intends to continue this facility further.

I. Awareness programme on Swachhata

Under the component provision has been kept to make aware the persons engaged in wool sector regarding Swachhata Abhiyan. Apart from it person engaged in woollen industry will also be make aware regarding clean wool processing and disposal of waste properly

Implementing Agencies

State Govt. \Board\Corporations\Federation\Apex Society\Research institutes\Training institutes\Universities(Indian\Foreign) and private parties etc. through State Govt. agency

Beneficiaries-Weavers\artisans\wool growers\industry workers\technical officials etc.

Budget

Financial provision under HRD Scheme from 2017-18 to 2019-20

Physical unit sub components wise	Unit	allocation	2017-18	2018-19	2019-20	Total Funds for 3 years
A).Short term training programme for manufacturing/ weaving of woollen items on handloom, skill upgradation programme, training to resource persons	4 trainings @ Rs. 10 lakh)	40	105	150	145	400 (total Revenue Exp.)
B).Training to resource persons in Scientific sheep rearing, Artificial Insemination in sheep, machine shearing etc.	10 trainings @ Rs 3 lakh per training	30				
C).R&D projects for product diversification, product development, process modification etc.	3 projects	90				

D).Standardize indigenous wool and Indian Wool Mark, branding and labelling of wool, in association with WRA & Textiles Committee.		25				
E).Establishment of one wool innovation centre for carpet at Jaipur and hiring the services of Instructor/ designer etc.	1 centre	70				
F).International cooperation/visit/ conference/ collaboration/ meets and organizing seminars/ workshop, exhibition, survey/ study, monitoring & evaluation of projects.		35				
G).Product diversification with design perspective for domestic wool etc.	As per requirement of Govt. agencies	40				
H).Operating Wool Testing Laboratory at Bikaner, Training/Innovation Centre along with hiring the services of consultants/ subject experts for the nodal agency i.e. CWDB.	Ongoing centers	60				
I).Awareness programme on Swachhta, clean wool processing and adoption of new technology		10				

Note- The budget allocation above is tentative. Budget allocation under the scheme may be increase or decrease depending on the requirement of funds\ projects received. However the total allocation approved for the three years would not be crossed. Re appropriation of budget within the scheme and from one scheme to another scheme may be done after approval of Executive Committee of CWDB.

Guidelines

- Implementing Agency will select the beneficiaries under the project
- Implementing Agency will collect the details of beneficiaries and will submit to CWDB
- Incentive under the project shall be in accordance with the DBT guidelines
- R&D projects should have clear objectives and methodology for further dissemination of outcome of projects to concern stakeholders
- Filling of patent under any R&D project, if needed shall be filed after approval of CWDB

4. Angora Wool Development Scheme (AWDS)

Introduction-

In India, Angora Rabbits are reared in hilly areas of Uttarakhand, Himachal Pradesh and in some other states like Sikkim and Manipur where climatic conditions are suitable for its rearing. The total Angora population in the country is around 10,000 and nearly 8,000 Kgs. wool is produced annually.

Angora wool has excellent properties such as very fine, soft, white in colour, high thermal insulation value and impurity free which makes this fiber as a specialty fiber. The Angora Rabbit Wool can be used by mixing it with other fibres for manufacturing knitwears, shawls and worsted suiting. At present very few mills in north India are processing this fibre on worsted system to produce angora blended yarn. The demands of angora products are very high in both national and international market.

Keeping in view the importance of the fibre and the potential for employment generation in hilly area, there is a need to increase its production and productivity by making Angora rearing a popular occupation. High profitability, vast potential of employment generation, huge potential for earning foreign exchange are few of the many positive factors, which call for coordinated efforts, so that educated unemployed youth can take up this profession and traditional farmers can also supplement their income.

With this view, the scheme has been framed for development of Angora rabbit farming in the country to support angora rearing.

Objectives:

- (a) To introduce the concept of scientific and planned rearing in the field of Angora rabbit rearing and wool production.
- (b) To follow integrated approach to increase production and productivity of Angora Rabbits, Angora Wool.
- (c) To provide basic training in Angora rabbit rearing so that women and uneducated unemployed youth can take up this profession and can supplement their income.
- (d) To create opportunity for employment and income generation in hilly areas by starting Angora rabbit rearing activity.
- (e) To set up Angora rabbit Germplasm centre to ensure good quality angora rabbits.

Components of AWDS are:-

I. Angora Rabbit Germplasm Centre (GPC)– It has been observed during the 12th Plan that availability of good quality Angora rabbits is an issue which affected timely implementation of the Project. There was only one Central Govt. farm run by CSWRI (ICAR) at Garsa, Kullu which was the only source to get good quality rabbits for the distribution to farmers as foundation stock but at the end of 12th Plan period CSWRI stopped this activity. The farm had its limitations to provide rabbits in required quantity. Therefore a need arises to develop angora rabbit Germplasm Centre (GPC) in Govt. rabbit farms which can supply the animals for the other projects for development of angora wool.

A. Construction of low cost Shed

Since angora rabbit is very delicate animal and angora wool is costly, each rabbit has to be housed in rust proof cages preferably under shed system to avoid any loss due to improper management. This requires higher investment on quality Germplasm, cages, housing system & other daily routine management practices to establish and run a farm and to get good returns. The high cost of inputs also discourages the rears to provide the required inputs leading to slow progress, poor reproductive efficiency in the flock, high mortality rate, low wool production and uncertain/poor returns.

Assistance for construction of low cost shed will be provided @ Rs.1,30,000/- for housing of 200 animals to the implementing Agency. Rest of the construction amount will be contributed by the selected implementing agency/beneficiary itself.

B. Supply of foundation stocks

To start this activity, a foundation stock of 100 Angora rabbit (40 Male + 60 Female) will be provided to implementing Agency. A committee constituted by the Implementing Agency will select the healthy foundation stock of their choice from Govt. Farm/Private Breeders. A provision of Rs. 1,60,000 /- is kept for one unit of 100 rabbits in the Project @ Rs. 1,600 per angora rabbit.

C. Supply of cages

Assistance of 200 cages will provided under one unit of 100 animals assuming that a unit of 100 rabbits will increase to 200 rabbits in two years. Under the project, a provision of Rs. 40,000/- per unit is kept for supply of cages for the rabbits to the beneficiaries

D. Supply of Medical kit

Rabbit is an animal, which is liable to contract numerous diseases. There is need to develop management practices in which possibility of diseases introduction is minimized. Accordingly a provision of Rs. 5000/- per project has been made for medical kit.

E. Supply of feed

The present system of rabbit rearing requires availability of most balanced feed. The quality and quantity of wool along with the health of animal are directly related to the feed supplied to the animals. The Board will provide fund of Rs. 1,20,450/- per unit for foundation stock of 100 rabbits. (Supply of feed (150gm/rabbit/day for 100 rabbit for 365 day) $100 \times 0.150 \times 365 = 54.75$ Quintal @ Rs.2,200/- Quintal.

F. Overhead expenses

Provision for financial assistance of Rs. 44,550 has made under the project for the Implementing Agencies (IA) to meet implementation charges and other different overhead expenses/works like stationery, monitoring, manpower, part time Veterinarian, POL and provision for other misc. expenses under the project.

Component wise allocation of funds under Angora Rabbit Germplasm Centre:

S. No.	Activity wise details of the component wise financial provision under the scheme for Integrated Angora Germplasm Center.	Total project cost for 100 rabbits (GPC)
I	Integrated Angora Rabbit Germplasm-cum-Processing and Training Center	Amount in Rs.
a)	Assistance for construction of low cost Shed including building for processing machine to attaining the target of 200 rabbits after completion of one year. (assistance of 50% of cost of shed)	1,30,000
b)	Supply of foundation stock (40 male + 60 female)@ Rs. 1600/- per rabbit (1600X100)	1,60,000
c)	Supply of cages (200 cages) @ Rs 40,000/- per unit	40,000
d)	Supply of medical kit @ Rs. 5000/- per unit	5,000
e)	Supply of feed (150gm/rabbit/day for 100 rabbit for 365 day) 100X0.150X365= 54.75 Quintal @ Rs.2200/- Quintal per year	1,20,450
f)	Financial assistance to Implementing Agencies (IA) to meet implementation charges for different works like: stationery, monitoring, manpower, part time Veterinarian, POL and provision for other misc. expenses under the project.	44,550
Total cost of I Activity (a to f)		Rs. 5,00,000

II. Establishment of Mini Angora Rabbit Farm - To create employment opportunity in hilly area and village farmers to increase angora rabbit population and its wool, provision has made for providing foundation stock along with other necessary items like cages, palatte feed, medicines, assistance for shed for housing of rabbits etc. to identified beneficiaries by the Implementing agencies. The project period will be of three years. All the identified farmers will get basic training in angora rearing by any reputed Govt. agencies.

(a) Construction of low cost Shed

Since angora rabbit is very delicate animal and angora wool is costly, each rabbit has to be housed in rust proof cages preferably under shed system to avoid any loss due to improper management. This requires higher investment on quality Germplasm, cages, housing system & other daily routine management practices to establish and run a farm and to get good returns. The high cost of inputs discourages the rearers to provide the required inputs leading to slow progress, poor reproductive efficiency in the flock, high mortality rate, low wool production and uncertain/poor returns. Therefore financial assistance is provided under this head.

Assistance for construction of low cost shed will be provided @ Rs.35,900/- per family for housing of 80 animals to the implementing Agency. Rest of the construction amount will be contributed by the selected beneficiary itself.

(b) Supply of foundation stocks

To start Angora rabbit rearing activity, each selected families will be provided a foundation stock of 20 Angora rabbit (8 Male + 12 Female). A committee constituted by the Implementing Agency will select the foundation stock of their choice from Govt. Farm/Private Breeders. This component has been taken with the view to improve the production of Angora rabbit wool of specified character undertaking a continuous programme of selection of animals

with desired parameters. A provision of Rs.32,000 /- is kept for one unit of 20 rabbits in the Project @ Rs. 1,600 per rabbit.

It was envisaged that a unit up to 80 rabbits could be reared in a small low cost shed and an average family with 8 male & 12 female will grow to a size of 50 rabbits by the end of the 1st year and to a size of 80 rabbits in the 2nd year and will be maintained by the angora rearers.

(c) Supply of cages

The CWDB will provide 100 cages under one unit of 20 animals to each family assuming that a unit of 20 rabbits will increase to 200 rabbits in three years. Under the project, a provision of Rs. 20,000/- per family is kept for supply of cages for the rabbits to the beneficiaries.

(d) Supply of Medical kit

Rabbit is an animal, which is liable to contract numerous diseases. There is need to develop management practices in which possibility of diseases contraction is minimized. Accordingly a provision of Rs. 1,000/- per beneficiaries per year for 3 years (total 3,000) has been made for medical kit to each beneficiary.

(e) Supply of feed

The present system of rabbit rearing requires availability of most balanced feed. The Board will provide fund of Rs. 24,090/- per unit yearly for 3 years (total 72,270) for foundation stock of 20 rabbits & for remaining rabbits, farmer will arrange feed from his own resources. (20 rabbits X 0.150 Kg. X 365 days = 10.95 Quintal @ Rs. 2200/- Quintal = Rs. 24,090/- unit per year) .

(f) Provision of charkha(spinning machine) & knitting machine for spinning \consumption of Angora Wool at household level by beneficiary @ Rs. 15,000/- family

It is envisaged that is some of the rabbit rearing families have the capability or want to utilize part of their own wool to meet their own requirements and to do value addition, it would be essential to incorporate the concept of processing of wool produced into yarn as well as finished products. The Board will provide Rs. 15,000/- per family for purchasing of one Charka/loom (spinning machine) and knitting machine for spinning/consumption of angora wool at house hold level.

(g) Training to farmers

Training will be the essential part of the project. Training to the rural farmers will be organized at North Temperate Regional Station (CSWRI-ICAR unit), Garsa, Kullu or by the state animal husbandry Deptt./Orgns. or at other reputed University/Institute to selected farmers in rabbit rearing activities so that they can gain knowledge about latest information in the field of rabbit husbandry as well as information about the breed, common diseases & their control. The training will be aimed to encourage rural farmers to adopt rabbit farming as a profitable venture. The expenses for training will be reimburse by Board after submission of actual vouchers by Implementing Agency. After providing training to selected beneficiaries, other

assistance under the project will be provided by the implementing agency. Financial provision of Rs. 6,500/- family has made for implementing agency and beneficiary.

(h) Overhead Expenses

Provision for financial assistance of Rs. 1,53,300 has made under the project for the Implementing Agencies (IA) to meet implementation charges and other different overhead expenses/works like : Survey, registration of beneficiaries, mobile/bank/DBT details, stationery, monitoring, manpower, part time Veterinarian, transportation/POL and provision for other misc. expenses under the project.

II. Component wise allocation of funds under Establishment of Mini Angora Rabbit Farm

– (10 family each project)

S. No.	Activity wise details of the component alongwith financial provision under the component of 10 families with foundation stock of 20 animals (8 Male+12 Female) for the 3 year project period	Cost for one family of 20 rabbits for 3 years period	Cost for 10 families per project of 200 rabbits for 3 years coverage
II	Establishment of Mini Angora Rabbit Farm	<i>(Amount in Rs.)</i>	<i>(Amount in Rs.)</i>
	No. of Families to be covered	1 family	10 family
a)	Assistance for construction of low cost Shed to attaining the target of 80 rabbits per family. (assistance of 50% of cost of shed)	35,900	3,59,000
b)	Supply of foundation stock (8 male + 12 female) @ Rs. 1,600/- per rabbit (1600X20 rabbits) with transportation and feed overhead expenses	32,000	3,20,000
c)	Supply of cages (100 cages for one family) @ Rs. 20,000 per family	20,000	2,00,000
d)	Supply of medical kit @ Rs. 1,000/- to each beneficiary	3,000	30,000
e)	Supply of feed (150 gm/rabbit/day for 20 rabbit for 365 day) 20X0.150X365= 10.95 Quintal @ Rs. 2200/- Quintal per year with transportation expenses (3 years period)	72,270	7,22,700
f)	Provision of charkha(spining machine) & knitting machine for spinning \consumption of Angora Wool at household level by beneficiary @ Rs. 15,000/- family	15,000	1,50,000
g)	Training of farmers (including traveling, boarding, lodging, training material, institutional charges etc.) Rs. 6,500/- unit	6,500	65,000
h)	Financial assistance to Implementing Agencies (IA) to meet implementation charges for different works like : Survey, registration of beneficiaries, mobile/bank/DBT details, stationery, monitoring, manpower, part time Veterinarian, POL and provision for other misc. expenses under the project.	15,330	1,53,300
	Total	2,00,000	20,00,000

Note- The budget allocation above is tentative. Budget allocation under the scheme may be increase or decrease depending on the requirement of funds\ projects received. However the total allocation approved for the three years would not be crossed. Re appropriation of budget within the scheme and from one scheme to another scheme may be done after approval of Executive Committee of CWDB.

- **Implementing Agencies (IA) of AWDS are-**

Angora Wool Development Scheme is a Central Sector Scheme of Integrate Wool Development Programme (IWIDP) of Central Wool Development Board. The AWDS will be implemented at hilly areas of Uttarakhand , Himachal Pradesh and at some other states like Sikkim and Manipur where climatic conditions are suitable for rearing Angora rabbits wool by the respective State/Central Government's Animal Husbandry Deptt./ Boards/Organization / Federations/ corporations/ institutes etc.

Budget

Activity/project wise physical & financial targets under Angora Wool Development Scheme (AWDS) for implementation during 2017-18 to 2019-20

(Rs.in Lakh)

S. No.	Name of project under scheme	Total Physical target (No. of projects/ Centre)	Total Angora rabbits to be covered	Cost of each project/ Centre	Total fund requirement for 3 years (2017-18 to 2019-20)
I	Integrated Angora Rabbit Germplasm-cum-Processing and Training Center	4 Centres	400 angora rabbits (100 rabbits per Centre)	Rs. 5 lakh per Centre	Rs. 20 lakhs
II	Establishment of Mini Angora Rabbit Farm in cluster farm (10 family each project)	9 projects (1 project : 10 families and total 90 families in 9 Projects)	1800 angora rabbits (1 project, 10 families, 200 angora rabbits & total 1800 rabbits for 9 projects)	Rs. 20 lakh per project	Rs. 180 lakhs
	TOTAL (Rs.)	4 + 9 projects	2200 rabbits		Rs. 200 lakhs

5. Wool Development Scheme (WDS)

The Ministry of Textiles decided to continue ongoing projects of 12th Plan Sheep & Wool Improvement Scheme (SWIS) to clear liability only in ongoing projects with total financial outlay of Rs. 14 Crore for remaining periods of projects in FY 2017-18 to 2019-20 having following components. No new project would be sanctioned under this component.

I). Health Care for Sheep:

Sheep is a sensitive animal having high mortality rate during rainy and winter seasons. This small ruminant dies in groups suddenly and affected speedily from infectious diseases. Health coverage (vaccination and treatment) is one of the most neglected aspects of sheep husbandry in our country and proper attention has not been paid for development of sheep and wool. The Health Care component under 'Sheep & Wool Improvement Scheme' was found satisfactory, previously. It is expected that proper health care alone would lead to increase in the production of wool by at least 10% according to the studies carried out by the Central Sheep & Wool Research Institute, (an unit of ICAR) Avikanagar, Jaipur. Health Care component of 'Sheep & Wool Improvement Scheme' will control all possible disease and maintain health of sheep, which will automatically result in lower mortality rate and higher production of wool. Each sheep covered under this project will be provided health care (medicines) for three-year project period to complete the project. Under the scheme, it is proposed to cover 21.14 lakh Sheep of various States with Rs. 18/- sheep per year for different medicines according to Health Calendar/policy of concerned State Animal Husbandry Department.

II) Feed supplement to sheep:-

As per 12th Plan of SWIS 'Feed Supplement' will be provided for next two year to complete three year project period of SWIS in Rajasthan State to provide nutrition support to eligible sheep specially in dry, rain fed and desert areas of Rajasthan States where availability of fodder is scattered/inadequate. Under this component, feed supplement is provided to weak/pregnant sheep for 3 months in a year to help the sheep breeders to sustain their flock in adverse conditions/period. Looking at good response for this activity in dry, rain fed and desert areas, it is proposed to continue this activity in next three year to clear liability only in Rajasthan State. Provision has made for benefiting eligible sheep @ Rs. 3/- sheep per day for 3 months (90 days) in a year i.e. 270 per sheep annually.

III) Reimbursement of overhead expenses to implementing agencies:

During implementation of 12th Five Year Plan scheme, the CWDB is providing overhead charges for proper implementation of SWIS project for sufficient manpower, infrastructure, regular monitoring of project at field level and work under primary grading and marketing of wool. This component is proposed to provide basic facilities to implementing agencies by reimbursing implementation overhead expenses upto Rs. 5/- per sheep per year for remaining 3 years project period. This financial assistance would be utilized by concerned Implementing Agency to meet miscellaneous overhead expenses for implementation of SWIS projects. Fund

under this component may also be used for survey report, registration of beneficiaries along with identity proof and flock size, hiring of technical manpower and their field visits, regular monitoring, stationery, transportation, training to the shepherd and other associated expenses of miscellaneous nature etc. To cover 21.14 lakh sheep for remaining period of project period of three years, a provision of @ Rs. 5/- per sheep per year for effective implementation of SWIS projects during remaining period of project period has been provided to the ongoing implementing agencies only to clear liability of the projects.

Implementing Agencies : Animal Husbandry Deptt./Sheep & Wool Development Organization of major wool producing States.

Budget

Year-wise financial allocation under Wool Development Scheme (WDS)

(Rs in Lakhs)

Sub-Schemes	Physical unit sub components wise	Unit	2017-18	2018-19	2019-20	Funds for 3 years
Wool Development Scheme (WDS)	Liabilities under Ongoing projects:- To meet out the liabilities under ongoing SWIS projects for 21.14 lakh sheep sanctioned during 12 th Plan project period for 3 years duration.	Liability for ongoing project to benefit 21.14 lakh sheep	700	500	200	1400 (total Revenue Exp.)

Note- The budget allocation above is tentative. Budget allocation under the scheme may be increase or decrease depending on the requirement of funds\ projects received. However the total allocation approved for the three years would not be crossed. Re appropriation of budget within the scheme and from one scheme to another scheme may be done after approval of Executive Committee of CWDB.

Guidelines

Health Care

- Medicine under the scheme should be purchased as per prescribed guidelines\ procedure of State Govt. by adopting Tender Procedure
- Medicine should be purchased as per need so that it should not expire before use.
- A medical kit may be distributed to selected wool growers as per requirement.
- Medicine should be administered to the sheep by organizing camps in each village as per sheep health calendar
- Treatment/Vaccination/Dusting/Deworming of selected sheep should be done as per annual health calendar of concern State Govt. health policy.
- Implementing Agency shall keep details of the activity and maintain systematic record for medicine purchased, utilize.

Feed Supplement

- Implementing Agency will procure feed through a committee and as per financial rules of concern state Govt.
- Feed supplement should be distributed by a committee constituted for procurement of feed in presence of public representatives
- It is estimated that 25% of total sheep will be weak and pregnant and accordingly feed should be distributed for those sheep only.
- Feed will be provided for 90 days in a year to the selected sheep @ Rs. 3/- sheep per day for 3 months (90 days) in a year i.e. 270 per sheep annually.
- The implementing agency will keep video recording for sheep feed distribution programme and will also maintain complete detailed record and documents for distribution of feed

6. Social Security Scheme for shepherds

Introduction :

The Central Wool Development Board, Ministry of Textiles had implemented Social Security Scheme during 11th & 12th Five Year Plan to benefit the sheep breeders. This scheme supports the sheep breeders by providing insurance coverage to them and their sheep flock by implementing two plans (i) Sheep Breeders Insurance Scheme and (ii) Sheep Insurance Scheme. Both insurance plans had been based on Jan Shree Bima Yojana of L.I.C. and Mahatma Gandhi Bunker Bima Yojana (MGBBY) of Ministry of Textiles and Livestock Insurance Scheme of States Animal Husbandry Departments for sheep.

In accordance with the Committee of Secretaries (COS) decision, 12th Plan Sheep Breeders Insurance Scheme (Kendriya Bhed Palak Bima Yojana- KBPBY) has been subsumed/merged with the life insurance schemes being provided to artisans, handloom weavers, wool growers/shepherds etc. under the Pradhan Mantri Suraksha Bima Yojana (PMSBY) and Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) platform. The Ministry of Textiles facilitated for enrolment of their targeted beneficiaries under these schemes and the existing schemes for different occupational groups such as powerloom workers, sheep breeders, weavers, handicrafts artisans, fishermen, aaganwadi workers, khadi workers, coir workers etc would get subsumed within PMJJBY and PMSBY. It was agreed that unrelated benefits such as bundled with core benefits like life and accident insurance in some of the schemes, could be covered separately under relevant initiatives of the departments concerned like Education etc.

12th Plan Sheep Insurance Scheme implemented by Ministry of Textiles has been subsumed with the core scheme of Livestock Insurance scheme being implemented by Department of Animal Husbandry, Dairying and Fisheries (DAHDF).

Objective :

In India, the sheep breeders are below poverty line, illiterate/ semi illiterate, living in remote hilly and desert areas and most of these lead migratory life in search of suitable pastures for their sheep flocks. During migration they face adverse conditions such as rains, cyclones, storms, snakebites, attack of wild animal etc. Due to migration and illiteracy, they could not get proper medical facilities and other social and economic benefit such as insurance.

The basic objective of the Sheep Breeders Insurance Scheme (Kendriya Bhed Palak Bima Yojana- KBPBY) is to provide/ enhanced life insurance cover to sheep breeders in the case of natural as well as accidental death total/ partial disability during the period of the policy.

Plans:

As per the instructions of Government of India, the member of Aam Admi Bima Yojana (AABY) are divided in two parts. One part includes the members in the age group from 18-50 years and another in age group 51-59. Member in age group 18 to 50 are covered under converged Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) called hereinafter as Social Security Pradhan Mantri Jeevan Juyoti Bima Yojana (SSPMJJBY). The age group 51-59 will be covered under **Modified AABY**. The date of commencement of scheme will be 01-06-2017.

The Central Wool Development Board, Ministry of Textiles has to provide the data of members and pay the premium. Data (alongwith Aadhan number, mobile number, bank account details) of the members of the schemes is to be submitted to the LIC for the purpose of convergence. Data structure would be required in prescribed format of all members/beneficiaries.

The basic structure of the scheme is as under :

I. Social Security Pradhan Mantri Jeevan Juyoti Bima Yojana (SSPMJJBY).

Proposed policy no. to be allotted to scheme is 900320005

- A. Qualifying age : 18 to 50 years. Age criteria as per existing PMJJBY scheme.
- B. Premium bifurcation under SSPMJJBY is as under :

Sr.	Premium per member per annum	SSPMJJBY – KBPBY
1	Premium to be collected at LIC Unit level (members share) (Rs.)	80
2	Share of Ministry to be collected at LIC CO level at centralized location (Rs.)	162
3	Premium from SSF (Rs.)	100
4	TOTAL (Rs.)	342*

* Including premium of Rs. 12/- towards PMSBY. (The Accidental and Disability cover will be arranged through a Public Sector non-life Insurance Company.)

Full premium is required to be paid even if member is covered during the currency of policy period. No interest is payable by LIC on Deposit of the amount towards the premium.

Sum Assured : Rs. 2,00,000/- on Death due to any reason.

II. Modified AABY :

Proposed policy No. to be allotted to scheme is 900310005

- A. Age : 51 to 59 years. This is for the remaining members of existing scheme after taking out the beneficiaries in age group 18-50.
- B. Premium : As per existing schemes :

Sr.	Premium per member per annum	KBPBY - Modified AABY
1	Premium to be collected at LIC Unit level (members share) (Rs.)	80
2	Share of Ministry to be collected at LIC CO level at specified location (Rs.)	250
3	Premium from SSF (Rs.)	100
4	TOTAL (Rs.)	430

Full premium is required to be paid even if member is covered during the vacancy of policy period. No interest is payable by LIC on Deposit of the amount towards the premium.

Sum Assured : As per existing prevailing schemes only.

- c. This is the closed group with members in age group 51 to 59 with no new entrance allowed in subsequent years.

The insurance Scheme will be finalized by the Development Commissioner- Handloom (DC-H), MOT and premium will be fixed accordingly with discussion to LIC/NSDL for Textiles Ministry as common scheme for all sectors. The CWDB will work on the basis of common parameters fixed by the DCH/MOT and accordingly wool sector part will be bear by the CWDB. Present estimate budget has been made as per discussion held in various meeting of DCH/MOT/ NSDL and budget including charges for maintaining Central Data Repository System by the NSDL –e-Governance infrastructure Ltd. (NSDL –e-Gov).

The scheme will be implemented mainly through the State Sheep & Wool Development Boards/Corporations/Animal Husbandry Depts/NGOs engaged in the production of Wool & Woollen. The insurance scheme will be implemented in all major wool producing States of the country. The implementing agencies will be responsible to complete all necessary formalities regarding insurance.

Under Social Security Scheme of MOT, provision to benefit three lakhs Sheep Breeders under Sheep Breeders Insurance Scheme (KBPBY) has been made to implement in FY 2017-18 to 2019-20, as under :

Social Security Scheme (SSS) for wool growers/sheep breeders

Rs in Lakhs

Physical unit sub components wise	Unit/ physical	2017-18	2018-19	2019-20	Funds for 3 years
To benefit 3.00 lakh sheep breeders under Sheep Breeders Insurance Scheme in all major wool producing States and amount to be given to NSDL/ LIC.	Three lakhs sheep breeders from different States and charges for NSDL –e-Gov/ LIC	300 (0.50 lakh sheep breeders)	450 (1.00 lakh sheep breeders)	450 (1.50 lakh sheep breeders)	1200 (total Revenue Exp.)

Note- The budget allocation above is tentative. Budget allocation under the scheme may be increase or decrease depending on the requirement of funds\ projects received. However the total allocation approved for the three years would not be crossed. Re appropriation of budget within the scheme and from one scheme to another scheme may be done after approval of Executive Committee of CWDB.

7. Pashmina Promotion Programme (P-3) **(Reconstruction Plan for J. & K. State)**

Background

Pashmina Scenario

A-PASHMINA GOATS AND NOMADS

Pashmina wool is grown on the goats called as ‘Changthangi’ goats. They are found in the cold, arid region of Ladakh at an altitude of about 14,000 ft where high speed winds and freezing temperature exists. The wool being referred to as ‘Pashm’, means ‘wool’ in Persian, hence the shawls are known as Pashmina shawls. Pashm has a special lustre due to its long fine fibres, which are as thin as 12-15microns which makes the Pashmina shawls exceptionally light, soft and warm and adds to the glamour of a person wearing it. The natural colours of the fleece include white, grey, red, brown and black. Some of the facts of pashmina goats and nomads are as-

- Average land holding of the households was 0.326 hectare, out of which 0.277 is irrigated and 0.049 un-irrigated land. The average orchard and pasture land available per households is 0.005 and 0.018 hectare, respectively.
- Average family size in different blocks is 4.44 (Durbuk), 5.01(Chusule), 5.01 (Nyoma), 4.75(Nobra), 6.22 (Kargil), 3.73 (suru) and 4.90 (Drass).
- The age wise distribution of household showed that the highest number of family members (43.63% and 43.50% in female and males respectively) belonged to age group of 15-40 years. The household comprising of family members falling in >60 years age group ranged from 14.10% (males) to 11.00% (females).
- The occupational pattern of household showed that 41.00% of households have livestock rearing as their “Primary Occupation” whereas secondary occupation involved Knitting, Dari work Phang Spinning (Not traditional Kashmiri Charkha Spinning) etc (10.40%), Self –Employed (Shopkeepers, Tourism related trades and Others etc) (13.39%), Govt. Employed (14.07%), Non-Agricultural Labors (8.22%), Agriculture (10.00%), and Others (2.93%).
- The livestock inventory indicated that goat is the major livestock specie in the Traditional belt accounting for 83.52% of ruminants reared by the farmers in the sampled villages. Out of which, majority of the goats in the traditional belt are of Changthangi breed whereas in non-traditional areas, only 30% were Changthangi goats. Other livestock comprised of Ovines (8.47%), Bovines (3.78%), Yak (3.44%) and Equines (0.765%). The Ovines (Sheep) constituted the highest percent of total livestock ranging from 25 to 50% in different blocks of the Non-Traditional belt.
- The literacy status of the sampled households revealed that illiteracy rate was highest (48.06% and 53.50% respectively) among both male and female groups.
- The average annual income from livestock production including Pashmina goats ranged between 1.42 to 2. 32 lacs / household (depending on livestock strength and surplus thereof). On an average each family earns Rs 0.82 lacs /year from sale of Pashmina and Pashmina goats.

- In Non Traditional areas, 22.69 % of livestock shelters are made of stone barkade whereas 77.31 % shelters are closed with open courtyard. However in traditional areas, 73.20 % shelters are made of stone barkade whileas 26.80 % keep their livestock in open. The floor of the shelters is Kaccha/Sandy in nature (100%).
- The livestock is maintained on grazing alone, semi stall feeding and stall feeding by 50, 40 and 10 percent of sampled households respectively. Furthermore, among semi stall feeding the livestock were regularly part fed, part fed during scarcity, strategic feeding in pregnancy and supplementary feeding.
- The farmers replaced their livestock by purchase from fellow farmers, through middle man from outside, from outside through other means and animal fairs.
- The livestock were maintained either under migratory system (77.00%) or semi-migratory system (23.00%) of sampled household.
- The Pashmina goat produces 230-250 gm of Pashmina /animal/ annum. The household utilize 80 gm of Pashmina for their personal garments/bedding and rest Pashmina is sold. The average income from the sale of Pashmina/ household/annum is Rs 23000.00.
- The harvesting practices and the tools used in Traditional area were indigenous in majority of sampled household (82.67%) whereas improved/ improvised techniques of harvesting was used by 17.33% of sampled household.

B. PASHMINA PRODUCTS

HISTORY

In ancient times, Pashmina shawls were woven by the weavers called Tantuvaya. Kashmir has been famous throughout the world for manufacturing of the light, warm and elegant article of dress which forms its native appellation known as the Shaal. The word SHAL exists in Persian, Arabic and English, denoting a kind of very soft and delicate woolen cloth of Kashmir, worn on shoulders. The weaving of Pashmina shawls appears to be known to Kashmiris prior to the Christian Calendar Era. The earliest references about the Pashmina have been from the Chinese, Pilgrim Huien Tsang who traveled to India in 631 AD. The Pashmina fabric was woven in Kashmir as a small time craft by the peasantry before the medieval period. It was after the arrival of Sayyads from Central Asia, called Sadat, to Kashmir in 13th century and with the establishment of Muslim Rule the Pashmina manufacturing became an organized industry. Thus Pashmina, as organized industry was founded by Mir Saiyyad Ali Hamadani (R.A) in 1378. Mirza Haider Kashgari (Duglat) in 1541 started to bring the fleece of Pashmina goat from Ladakh with the help of a Persian craft master Naghz Beg in order to produce best Pashmina shawls. When the Mughals conquered Kashmir in 1586 AD, Pashmina as an industry was well developed in Kashmir. Under the Mughals regular shawl trade was established and the industry was organized to produce the shawls with unique craftsmanship so that it could be worn by the royalty and their courtiers. The treaty signed between Maharaja Gulab Singh and Tibetan Government (1842) guaranteed the “export-of Pashmina wool and tea by way of Ladakh in accordance with the ancient usage”. Pashmina weaving remained a small time craft of the Peasantry of Ladakh who used to produce Pashmina for two purposes: (i) For native population (ii) For export market of Central Asia. By the 17th century, Pashmina apparels with different kinds of ornamentation had become Fashion in Europe.

PASHMINA CRAFT

From 16th Century to as late as 20th Century the state of Jammu and especially the Kashmir Valley has been the only region in the world where the skills existed to exploit the full

potential of Pashm or Pashmina wool into fine and exquisite fabric of superlative softness and delicacy. Pashmina Journey starts from the Changthang area of Ladakh where Changthangi goats are reared and Pashm fibres are harvested and carried to the valley where grubby greasy fibre is converted into the world famous luxurious textile. During the recent years govt at both state and central levels have taken various pre active steps through the development and promotion of the Pashmina Crafts.

Pashmina refers to the type of fine wool and the textiles made from it. It took centuries of experimentation and refinement to raise this traditional practice of shawl making from a necessity to a unique textile art. Kashmir is the only place in the world where fine embroidered pashmina shawls are being woven. Despite upheavals, the art of making the pashmina shawls in Kashmir is unique and is still practiced in traditional way by local artisans.

Pashmina shawls are made of wool which comes from a soft, downy undercoat that grows primarily on the neck and belly of the rare Central Asian mountain goat known as Changthangi goat or Capra-Hircus. The making of pashmina and kani shawls is time consuming and labour intensive

The most unique characteristics of the pashmina shawls by which they are known are as follows:

- a) The fineness of the Pashmina wool is between 12-15 microns in contrast to the finest sheep's wool, which is 23 microns, and of human hair, which is up to 200 microns. Thus making the pashmina shawl exceptionally light, soft, and warm.
- b) The traditional methods involved in process of making pashmina for more than 600 years has helped in retaining its unique soft character of Pashm wool and given to the world of craft the most exquisite pashmina

The main products of Pashmina are:

- a) Plain Pashmina Products
- b) Embroidered Pashmina Products
- c) Kani Pashmina Products.

The various products differ in quantity of raw material, yardage and the type of weave which can be light or tight having minimum or maximum number of warp thread respectively.

Need of Scheme

Based on impacts of activities undertaken during 12th plan, and various interventions at the rearing and production of raw Pashmina have been undertaken, still some key areas of interventions are need to focus further. Interventions are required at the manufacturing and post production stage.

The scheme aims to build upon the existing interventions by plugging the missing links and further takes into account various interventions needed for holistic development of Pashmina Craft.

The following gaps have been identified:

- Non availability of year round nutrition, health care facilities under prevailing production system.
- Need for improving the quantitative aspect of fibre especially average fibre yield

- Limited intervention for extension in goat rearing activities in new zones having potential
- Lack of design and skill up-gradation in existing pashmina goods in production zones
- Lack of common facilities for improving the quality of Pashmina goods in production zones.
- No mechanism for differentiation between authentic Pashmina goods from cheap imitations.
- Absence of relevant market channels for finished Pashmina goods.

The scheme envisages the overall development of the Pashmina craft by means of vertical integration of the entire supply chain from production to marketing. The specific objectives of the scheme are to increase the income and job opportunities for the human resource associated with the pashmina craft in the state by improving productivity, diversification, product quality, marketing avenues and platforms while establishing Pashmina as a globally known brand. The scheme while focusing on increasing the production of Raw Pashm will introduce efficient and productive methods in the process of development of Pashmina products.

The scheme further aims to strengthen nutritional status of Changra goat by promotion of unconventional feed, providing better veterinary facilities at village/block level and minimizing farmer wildlife conflict and selective breeding of Changra goat to increase productivity in traditional areas of Ladakh on one hand and increasing the raw Pashmina production by encouraging pashmina goat rearing in Non Traditional areas by providing foundation stock to breeders.

The scheme also covers design development and product diversification of the pashmina products being produced by the artisans/weavers associated with the Pashmina Crafts. The scheme suggests capacity building and skill upgradation, trainings for the artisans and improved tools and technologies in production of Pashmina Products, Common facilities like dyeing, washing, calendaring have been proposed in the project.

The scheme also focuses on branding and labeling of genuine pashmina products and promotion of Pashmina Labels. Lastly it focuses on strengthening of existing marketing channels by focusing on platforms like e marketing and strengthening of JK Handicrafts Corporation (S&E) and JK Handloom Development Corporation.

The scheme focuses on interventions which at present are not being carried out and has been formulated by integrating interventions suggested by Animal/Sheep Husbandry & Fisheries Dept J&K Govt, Office of Deputy Commissioner/CEO, LAHDC, Leh Govt of J&K and District Sheep Officer Kargil, Govt of J&K.

KEY INTERVENTIONS

- Transfer of technologies for year round availability of nutrition, better health facilities under prevailing production system.
- Multiplication and dissemination of elite germplasm for improvement of production and productivity.
- Extension of Pashmina rearing activity in new areas.
- Skill, Capacity building, Design Development and Product Diversification.
- Common Facilities for improving the quality of Pashmina products.
- Branding, Labeling and Promotion of Pashmina products
- Establishing market linkages and platforms.

The scheme would consist of following components:

OBJECTIVES

The scheme aims to deliver a holistic approach towards the development of the Pashmina craft from production to marketing stage .The main objectives of the project are:

S. No.	Objective	Activity	Impact
1.	Improving Nutritional status of the Changra Goat-Promotion of unconventional feed and rangeland management	To bring additional community barren land under fodder cultivation through creation of efficient irrigation facilities and water management techniques. Complete health cover of the adopted farmers Initiation of the new research programs for characterization and development of the vaccine against CCPP-the most deadly disease in the area.	Reduce economic losses from diseases and malnutrition. Improved performance Better remuneration to farmers
2.	Minimizing farmer/wildlife conflict-Provision of predator Proof corral and LED lights.	To avoid the conflict arising due to many reasons ranging from loss of livestock or injury to domestic animals as well as wild animals.	Reduce economic losses due to loss and theft of stock.
3.	Establishing Pashmina goat units in identified non-traditional areas including Sonmarg, Gurez, Drass, Nobra & Zanskar.	Establishing Pashmina goat units in identified non- traditional areas by providing 9 does and 1 buck to identified beneficiary families. Introduction of low cost shelters to combat harsh winters and natural calamities.	Increase in overall productivity of raw Pashmina by 20% Better rearing facilities to farmers' in non-traditional rearing belts. Rise in income of rearers by atleast 30%.
4.	Providing cost effective technologies for value addition of Pashmina.	Improvisation of Tools and techniques viz; Charkha, Looms etc. Utilization of guard hairs for felt production.	Employment generation Better remuneration to weavers and traders. HRD
5.	Product Development, Human Resource and entrepreneurship development through training and consultancy	Development of value added pashmina products Skill development and Capacity building through demonstrations and trainings Establishment of Cluster units for skill and entrepreneurship development in spinning, weaving, embroidering.	Better remuneration to the farmers and artisans.

6.	Common Facility Centre and Raw Material Bank	Carding, dehairing, dyeing, drying, washing and calendaring facilities for weavers, manufacturers and traders/exporters associated with Pashmina production. Availability of raw pashmina to the weavers at competitive prices.	Better Quality of Pashmina products Consistency and standardization of the Pashmina products. Decrease in delivery time period of the Pashmina products.
7.	Development of infrastructure in Pashmina Production Zones	Development of land, roads and parks, augmentation of water supply, drainage, improvement in power distribution, implementation of non conventional sources of energy for common captive use. Faceliftment of the facedes of the buildings in the craft clusters needs to be undertaken so as the craft clusters of Iddgah and Kanihama are developed into model production zones.	Better quality of services and amenities in Pashmina production zones. Promotion of the production zones into tourist destinations.
8.	Establishment of Pashmina Rous	Augmentation of Existing Pashmina Testing and Quality Certification Centre (PTQCC) Accreditation of PTQCC with National Board of Accredited Laboratories (NABL) Research on Pashmina Fibre and Yarns to establish Benchmarks for Pashmina development, Pashmina blends and Improve quality of Pashmina Market Intelligence and continuous research for development pashmina industry	Confidence of buyers in products certified and labeled. Discouragement of sale of fake and imitated goods
9.	Promotion and Awareness of Pashmina GI labeled products	Publicity of Pashmina Label through print and electronic media. Making of Video Films on Pashmina Setting-up of dedicated Web Domains for Pashmina Craft.	Awareness creation among the potential buyers about geniuses of Pashmina Promotion of Pashmina GI label in potential National and International markets. Strengthening of Pashmina brand.
10.	Promotion of Marketing Channels in Pashmina Craft clusters	Development of artisan communities. Participation in National and International Exhibitions	Increased returns. Establishment of forward and backward linkages.

COMPONENTS

Component Wise Break-Up of the scheme with Implementing Agency

(Rs. in Lakhs)

S. No.	Component	Region	Fund	Implementing Agency
1	2	3	4	5
1.	Increasing Production of Raw Pashmina			
A	Improving nutritional status of the Changra Goat-Promotion of unconventional Feed and rangeland management	Ladakh	593.00	LAHDC, DSHO-Leh/ Kargil
B	Socio Economic Upliftment of Livestock Rearers	Ladakh	475.00	LAHDC, DSHO-Leh/ Kargil
C	Strengthening of Veterinary Health Care Delivery System at Village/Block and District level.	Ladakh	230.00	LAHDC, DSHO-Leh/ Kargil
		Kashmir	70.00	SKUAST-KASH&F
D	Selective Breeding and result based study of Changra Goat to increase productivity of the Breed.	Ladakh	76.00	LAHDC, DSHO-Leh/ Kargil
E	Establishing Pashmina Goat units in identified non-traditional areas including Drass, Nobra & Zanskar to identified beneficiary families.	Ladakh	351.00	SKUAST-K DSHO-Leh/Kargil
		Kashmir	234.00	SKUAST-KASH&F
F	Upgradation of existing Pashmina Goat Farm at Khangral.	Ladakh	165.00	LAHDC, DSHO-Kargil
2.	Setting up of Model Production Zones			
A	Design Skill and Capacity Upgradation	Ladakh	34.00	LAHDC/CDI
		Kashmir	65.00	JKHD/CDI
		Jammu	31.00	JKHD/CDI
A, i.	Design and Technology Development Workshop and Projects (To be funded by Development Commissioner Handicrafts, Govt. of India)	Ladakh, Kashmir and Jammu	93.45	JKHD/CDI
B	Upgradation of Tool and Technology	Ladakh	60.00	JKHD/CDI
		Kashmir	200.00	JKHD/CDI
C	Creation of Common Facility Centre (CFC)	Kashmir	450.00	JKHD/SICOP
D	Setting up of Raw Material Bank	Ladakh	200.00	LAHDC
		Kashmir	210.00	JKI/CDI
E	Amenities and Infrastructure Upgradation	Ladakh	100.00	I&C Deptt.
		Kashmir	300.00	I&C Deptt., Govt. of J&K
		Jammu	100.00	I&C Deptt., Govt. of J&K
3	Establishment of Pashmina Resource Centre	Kashmir	300.00	CDI

4.	Promotion and Awareness			
A	Publicity through Print and Electronic Media	Ladakh, Kashmir & Jammu	280.00	I&C Deptt., Govt. of J&K
B	Making of Video Films	Ladakh, Kashmir & Jammu	16.00	I&C Deptt., Govt. of J&K
C	Setting up of dedicated Web Domains for Pashmina Crafts	Ladakh, Kashmir & Jammu	20.00	I&C Deptt., Govt. of J&K
5.	Business and Marketing			
A	Participations in International and National Marketing Events.	Ladakh, Kashmir & Jammu	120.00	JKHC & JK HD
B	Strengthening of Existing Marketing outlets (JKHC (S&E) and linkage with e-commerce	Ladakh, Kashmir & Jammu	180.00	JKHC
C	Handloom Marketing Assistance (To be funded by Development Commissioner Handlooms, Govt. of India)	Ladakh, Kashmir & Jammu	416.00	WSC
6.	Management			
A	Preparation of Detailed Project Report (DPR)	-	05.00	JKHD
B	Consultancy and Managment	-	50.00	JKHD
C	Evaluation, Monitoring, Control and Documentation	-	30.00	JKHD
D	Miscellaneous Expenses	-	10.00	JKHD
E	Administrative Expenses	-	05.00	JKHD
	Total	-	500.00	
7.	Research and Development (R&D)			
A	Research and Development (R&D) for Development of Pashmina in J&K	-	1238.25	SKUAST Kashmir

Note- The budget allocation above is tentative. Budget allocation under the scheme may be increase or decrease depending on the requirement of funds\ projects received. However the total allocation approved for the three years would not be crossed. Re appropriation of budget within the scheme and from one scheme to another scheme may be done after approval of Executive Committee of CWDB.

INCREASING PRODUCTION OF RAW PASHMINA

Ladakh region (J&K), Lahul, Spiti and Kinnaur valley (HP) are the only areas in India that represent the Trans-Himalayan high altitude cold desert environment with an elevations ranging from 3500 to 4500 m above MSL. These areas experience harsh dry climate characterized by wide temperature fluctuation, ranging from -400C (winter) to 300C (summer), with very low precipitation and hypoxia. These climatic conditions along with qualitatively poor soil profile, deficient irrigation facilities and undulating terrain makes most of the area in the

region unsuitable for crop based agricultural activities. Accordingly, livestock based farming system in these areas forms the main source of livelihood for the populace.

Fortunately, nature has endowed these areas with some specific species/ breeds of livestock highly adapted to these agro-climatic and agro-ecological conditions. The pashmina producing goat breeds (Changthangi and Chegu breeds) are amongst these special livestock breeds that have adapted to the harsh agroclimatic and agro-pastoral conditions.

Pashmina production in the country, however, faces a number of constraints which makes it a non-vibrant economic activity. The total world pashmina production is 15000-20000 T (Anon, 2009). Out of this, China alone is producing 72% followed by Mongolia (18%) where as India contributes only less than 1%. Out of 50 tons of pashmina produced in India, Jammu & Kashmir alone produced 40 tons¹ (Wani and Wani, 2007) which is considered as best of the lot. The average productivity of pashmina per animal in India has been reported to be 250g/year for Changthangi breed and 100 g/year for Chegu breeds which is far less compared with the average global productivity of 750-1000g/animal/year (Singh, 2004). The reasons for low productivity and production of pashmina are many and varied. However, high degree of inbreeding, poor animal husbandry practices, poor/inadequate nutrition, scanty surface grazing, inadequate animal health facilities and improper shelter are major factors contributing to low productivity and production besides its restriction to traditional areas. The average survivability of these breeds has been reported to be 60% (Ganai et al. 2004). The present population of Changthangi and Chegu breeds has been estimated to be 1.45 lac² and 0.06 lac, respectively (Singh, 2004). Harvesting techniques in vogue are also primitive and labourious (one man day/goat).

The pashmina goat farming, the sole source of sustenance of the economically and socially deprived nomadic tribes (Changpa), in Ladakh area of the state are confronted with the low productivity and production of pashmina, yielding low remuneration has been the main reason for poor and static socio-economic status of these tribes. The reasons for low productivity and production of pashmina include high degree of inbreeding, poor husbandry practices, poor/inadequate nutrition, scanty surface grazing, inadequate animal health facilities, incidence of economically and zoonotically important diseases, and improper shelter besides its restriction to traditional areas.

In order to build upon the achievements made so far and exploit the knowledge base developed by various agencies for sustainable pashmina production and utilization, the following interventions are proposed

i. Improving nutritional status of the Changra goat – Promotion of unconventional feed and rangeland management

This component of the scheme will have the following objectives:

- To bring additional community barren land under fodder cultivation through creation of an efficient irrigation facilities and water management techniques.
- Pasture development in the region through fencing, creation of irrigation facility and enhance water use efficiency through application of solar power based micro irrigation system.
- Creation of a feed pelleting and fodder block making unit in the Leh district.

COVERAGE OF THE PROGRAMME:

The component will be implemented in all the 5 blocks of the district in Leh and Kargil districts. A cluster based approach for planning and implementation shall be adopted and 400

additional barren land shall be brought under fodder/pasture cultivation. 100 % of the beneficiary will be Schedule tribes and within it the programme will cater to the economically weaker section of the society. Preference shall be given to community land and pasture land of poor and marginal farmer/livestock rearers.

METHODOLOGY:

One Animal/Sheep Husbandry departmental fodder farm of 30 hectares In Leh District and 6 barren community land of 10 hectares as fodder land which produces fodder for use of the private flocks during lean winter months as well as during natural calamity shall be developed in Leh & Kargil. Community land and pasture land at strategic sites will be selected with the involvement of public representatives and Gram Panchayat and will be developed phase wise in 3 years time period. Similarly a feed pelleting unit and feed/fodder block making machine shall be installed in the Leh.

Under the component, current fallow and barren land owned by the community shall be identified and developed through:

- Fencing and demarcation of boundaries.
- Provision of agricultural inputs like local variety of grasses and legumes seeds, irrigation facility, fertilised and labour. Special focus shall be given on cultivation of alfalfa which is a nutritious and popular fodder in Ladakh.
- Harvesting and storage facility-Hay sheds.
- Value addition through block making and use of feed additives like urea, molasses and mineral.
- Solar power micro irrigation system for irrigating pasture lands.

Sheep/Animal Husbandry Department Leh will be the nodal agency at the district level to implement the programme and at the field or village level, the Panchayats will be involved in overseeing the process of implementation.

PROPOSED EXPENDITURE AND FINANCIAL PROVISIONS:

It is proposed that 1 departmental fodder farm of 30 hectares shall be developed at a cost of Rs 150 lakh and 6 barren community land of 10 hectares each shall be developed as fodder land at a unit cost of Rs 25 lakhs. Including feed/ fodder block making machine a total of Rs 593 lakh is proposed under the component.

A. Cost projection and requirements of funds for development of 6 community fodder land (one units = 10 hectares)

S. No.	Component	Amount in lacs per unit	Total funds for 6 units (in lacs)
1.	Demarcation of Boundary/Fencing/Farm Sheds	7	42
2.	Seed/Fertilizer	3	18
3.	Land Development/Building/Terracing	7	42
4.	Purchase of Agriculture implements	1.5	9
5.	Creation of Irrigation facilities	3.5	21
6.	Sowing and Cultivation	3.0	18
	Total	25	150

B. Cost projection and requirements of funds for development of departmental Fodder farm. (One units = 30 hectares)

S. No.	Component	Amount in lacs per unit	Total funds for 6 units (in lacs)
1.	Demarcation of Boundary/Fencing	20	20
2.	Hay shed and Guard Room	30	30
3.	Construction of 2 Water Reservoirs @ Rs. 3.5 lacs per Tank	7	7
4.	Installation of two nos. of 12.5hp solar power pumps with solar panel with auto tracking system @ Rs. 20 lacs.	36	36
5.	Micro Irrigation facilities for 30 hectares	43	43
6.	Seed/Sowing/Cultivation/Land Development	9	9
7.	Cost of tendering, Survey/Supervision/Fuel and Misc. Expenses.	5	5
	Total	150	150

C. Cost projection and requirements of funds for feed pelleting, fodder block making machine.

S. No.	Component	Amount in lacs per unit	Total funds (in lacs)
1.	Construction of a building for the feed marking unit	50	50
2.	Feed Pelleting and Fodder Block making machine	93	93
3.	Electric Generator	10	10
4.	One time Working capital required for purchase of raw material (Molasses, Barley, Maize, Oil cakes & minerals)	75	75
5.	Cost of 2 nos. of full body truck for transportation of feed and raw material	20	40
6.	Cost of tendering, training of staff/Survey/Supervision/Fuel and Misc. overhead Expenses	25	25
	Total	293	293

Guidelines-

- A detail project report of each fodder farm to be developed stating location of project, activities to be carried out, financial break up, associated implementing agency, necessary drawing shall be prepared by concerning Implementing Agency and will be submitted to CWDB.
- Total cost per farm shall not exceed as per above financial allocation.
- Feed Pelleting and Fodder block making machines shall be procured through tender procedure

ii. Socio economic upliftment of livestock rearers:

a. Shelter shed with guard rooms at winter migratory sites.-Although the Livestock herders of Ladakh, produce the finest fibre for king and the famous, yet they are the most exploited lot

and lead a deplorable life. The Socio- economic, educational housing and hygiene status of this tribe is pathetic and has remained primitive.

Owing to the inhospitable living conditions the younger generation once educated prefers to stay back and never returns to Pashmina growing trade. The area witnessed natural calamity in the form of unprecedented heavy snow fall almost once in every five year, which results in death of thousands of sheep and goats. During the winter of 2012-13 the area experienced the heaviest snow fall of the past 50 years, and lost 24000 sheep and goats in just one winter season, many nomads disheartened swears not to continue the nomadic life and plans to migrate by selling the left over animals. This trend in turn will adversely affect the economy of not only the livestock rearers of Ladakh but the entire Jammu and Kashmir state in general and Leh district in particular as thousands of weavers spinners, businessman artisans are related to the Pashmina industry.

As housing lays the foundation for a dignified life for the rural poor, 100 Animal Shelter with guard room to Changpa/Nomads of Leh district is proposed under the project Proposal: 100 nos. of shelter shed with guard room were made under Pashmina Promotion Programme and it was very popular among the nomadic community. 100 more of such units (20 in kargil) are proposed to be constructed under this project wherein the shed will have provision/ option of having tin sheet roofing for protection from snow. Each unit will cost 2.25 lacs and the beneficiary themselves will construct the structure and the entire benefit is proposed to be directly transferred to them. A sum of Rs 225.00 lacs is proposed under the component.

S. No.	Component	Amount in lacs per unit	Total funds (in lacs)
1.	Shelter shed with guard room(100 nos.) 80 in Leh and 20 in Kargil	2.25	225
	Total		225

Guidelines-

Funding pattern :

- The entire funds (maximum upto Rs. 2.25 lakh per unit) under Programme would be provided by CWDB to Chief Executive Officer, Ladakh Autonomous Hill Development Council, (LAHDC) Leh and Kargil in installments.
- The CEO, Ladakh Autonomous Hill Development Council, Leh and Kargil would be implementing agency and will transfer the funds directly to selected beneficiaries' Bank account, stage wise in installments as per progress of construction work.
- Progress of work would be supervised regularly by Public Work Department as well as office of the District Sheep Husbandry, LAHDC, Leh.
- Central Wool Development Board & MOT would also monitor the utilization of funds for construction of Animal Shelter with Guard Room with the help of District Sheep Husbandry Officer, LADHC, Leh as and when required.

Target Group:

The target groups for providing financial assistance for construction of Animal Shelter with Guard Room are poor Pashmina wool growers/farmers of Leh and Kargil area of Ladakh region bearing minimum flock size of 25 pashmina goats (per family).

Strategy for the implementation of the Programme:

The Programme will be implemented through the Chief Executive Officer, Ladakh Autonomous Hill Development Council, (LAHDC) Leh & Kargil and houses will be constructed by the beneficiaries themselves under supervision of Public Work Department/Rural Engineering Deptt. etc. of LAHDC/Govt. of J. & K. with prior training and necessary guidance under this component.

Identification and selection of beneficiaries :

- The Ladakh Autonomous Hill Development Council, (LAHDC) Leh & Kargil on the basis of allocations made and targets fixed shall decide the number of units/Pashmina wool growers village wise in Changthang area of Leh district along with their priority/merit under construction of Animal Shelter with Guard Room.
- Once the list of beneficiaries are prepared, they need to be approved by Deputy Commissioner/ CEO, LAHDC, Leh& Kargil and be provided to the CWDB along with proposed site of construction for their information.
- The list of beneficiaries so prepared will be displayed at a prominent place either in the Gram Panchayat office or any other suitable places of concerned Department like Distt. Sheep Husbandry Office/ LAHDC/ Public Work Department, Leh & Kargil.
- The lists will also be put on the website by the concerned Department (LAHDC / Distt. Sheep Husbandry Office/ CWDB).
- Selection of the beneficiary shall be based on short listing of candidates on the basis of no. of animals, economic condition as decided by LAHDC Leh and Kargil.

Priority in Selection of Beneficiaries:

- Poor and needy Pashmina wool growers/farmers having minimum flock of 25 pashmina goats from Chanthang area of Leh district.
- Progressive pashmina wool growers engaged in pashmina goats rearing activity and fully dependent upon this goat breeding profession.

Involvement of beneficiaries:

- The beneficiaries should be involved in the construction of the house.
- The beneficiaries may make their own arrangements for procurement of construction material, engage skilled workmen and also contribute family labour.
- The beneficiaries will have to construct the shelter as per drawing/ map & design provided by LAHDC, Leh& Kargil in consultation with concerned departments.
- Zilla Parishads/ DRDAs/ LAHDC/ Public Work Deptt. can help the beneficiaries in acquiring raw material on control rates, if they so desire or request the ZillaParishads/ DRDAs/ LAHDC/ Public Work Deptt. in this regard.

Allotment of Shelters:

Allotment of unit (Animal Shelter with Guard Room) should be in the name of female member of the beneficiary household and provide detail of her Bank Account for transfer of funds in installments. Alternatively, it can be allotted in the name of both husband and wife. However, if there is no eligible female member in the family available / alive, assistance can also be allotted to the male member of a deserving beneficiary.

Unit Assistance for Construction of Animal Shelter with Guard Room:

The ceiling on grant of financial assistance per unit cost under construction of Animal Shelter with Guard Room for Changthang area of Leh district is Rs. 2.25 lakh per family (unit) as per estimate/design calculated by Public Work Department, Leh looking at difficult, remote location and cold desert conditions of project area.

Location of the Animal Shelter with Guard Room :

The Animal Shelter with Guard Room units should normally be built on individual plots in the main habitation of the village. The houses can also be built in a cluster within a habitation, so as to facilitate the development of infrastructure and other common facilities and the covered area of the Guard Room should not be less than 150 Sq. Ft.

Criteria for release of funds:

- Funds would be released by MOT to CEO, LAHDC under construction of Animal Shelter with Guard Room
- LAHDC, Leh & Kargil will transfer the funds directly in the bank account of concerned beneficiaries in following installments according to progress of construction work :

i. After selection of beneficiary as an advance:	Rs. 10,000
ii. After finalization of location along with site of plot	Rs. 40,000
iii. After collecting construction materials :	Rs. 40,000
iv. After completion of Fencing work of plot/ground & completion of Animal Shelter work:	Rs. 60,000
v. After plinth level construction of Guard room & Completion of Ceiling level work:	Rs. 50,000
vi. After completion of finishing work with submission of Completion certificate	Rs.25,000
- District Sheep Husbandry Office, (DSHO) Leh & Kargil Govt. of J. & K., would keep evidence of progress of construction works by keeping photographs /video clipping of site along with photo of concerned beneficiary in front of her /his unit and would ensure proper utilization of grant for the same purpose. On completion of construction work of Animal Shelter with Guard Room, the concerned beneficiary would collect Completion Certificate from the office of the Public Work Department, Leh or Dy. Commissioner, Leh. On producing this completion certificate, the LAHDC would transfer final installment of grant to bank account of concerned beneficiary.

- Funds under construction of Animal Shelter with Guard Room component of would be transferred only directly into the beneficiaries' accounts in a bank. For this purpose, as soon as the beneficiaries are selected, they should be asked to open a Bank account, in case they do not have an account in any Bank,

Miscellaneous:

- A training programme for the construction of the shelter to the beneficiaries shall be organized by PWD/ Rural Engineering Deptt. / LAHDC like use of material, design, size, location etc.
- No contractor shall be involved in the construction of Animal Shelter with Guard Room unit in Ladakh region
- Government departments or organizations (Public Work Department, Leh) can, give technical assistance or arrange for coordinated supply of raw materials such as cement, steel or bricks if the beneficiaries so desire

Type Design :

The layout, size and type design of the units shall be supplied by the PWD, Rural Engineering Deptt./LAHDC and normally the construction shall be according to that, however the covered area of the Guard Room should not be less than 150 Sq. Ft.

Inventory of Houses :

The implementing agencies i.e. Ladakh Autonomous Hill Development Council, Leh & Kargil should have a complete inventory of unit constructed under the Animal Shelter with Guard Room, giving details of the beneficiary, date of start and the date of completion of construction of unit, name of the village and Block in which the house is located, size of flocks (Pashmina goats) and category of beneficiaries (SC/ ST /BPL) and other relevant particulars to CWDB.

b. Provision of camping tents and other incentives at migratory sites.

The livestock herders in Ladakh keeps on migrating throughout the year with longer stay at some specific locations in search of suitable pasture for their flocks. During migration they are face adverse conditions such as severe winter and snowfall and they mostly stay in Yak Wool tents (Rebo) which is not very suitable during heavy snowfall.

During 12th plan the nomads were provided incentives like portable tents, solar torch and snow boots for facilitating their migration process. But still large numbers of breeders are left uncovered under the scheme which needs to be covered under the project.

Proposed physical and financial implications: It is proposes to provide incentives to 600 breeders at financial assistance of Rs. 25,000/ family. These items will be procured by Sheep Husbandry Department of Govt. of J&K and will be distributed amongst the identified Pashmina nomads. A total amount of Rs.150 lacs is proposed under the project.

S. No.	Component	Amount in lacs per unit	Total funds (in lacs)
1.	Portable Tents, Snow-boots, Torch for 600 families	0.25	150
	Total		150

Guidelines

- Implementing Agency will finalize the Specifications (design, material to be used, area) for the items.
- Tender for the items along with required specifications will float by Dist. Purchase committee headed by Deputy Commissioner for sourcing of tents and other items.

Procurement and distribution procedures:

- Nomadic families shall be selected in consultation with public representatives.
- The application forms shall be mandatory recommended by concerned sarpanches.
- The annual duration of migration and no of pastures visited in a year along with total livestock holding of the family will be taken into consideration
- Formal approval will be granted and communicated to block offices and a distribution committee comprising of public representatives, both local and regional along with departmental officers shall executed the final distribution process after notifying the shortlisted beneficiaries.

After selection of beneficiaries and approval by Dy. Commissioner, DPR for the component along with the list of beneficiaries with their details like aadhar no, or other photo ID will be submitted to CWDB.

c. Minimizing farmer/ wildlife conflict- Provision of predator Proof corral and LED lights

Clientele/beneficiaries: The Sheep and goat breeders of eastern Ladakh and nontraditional Pashmina growing area of the district most of whom are nomads.

Proposal: Pashmina Goats in Ladakh are kept in a variety of situations, ranging from extensive grazing to close confinement.

Interaction between wild animals and people in Changthang has a resultant negative impact on people and their livestock resources.

The conflict takes many forms ranging from loss of livestock or injury to domestic animals as well as wild animals. Snow leopard and wolf attack are a constant threat to the people in Changthang. A predator proof corral essentially made of bricks and stone, fortified with chainlink meshes on the roof will benefit many nomadic villages which are prone to wild attacks together with a LED based predator warning light currently used at Government farms will reduce Human wild life conflict to a great extent in a region where predation and large scale mauling of domestic animals by wild animals is a common occurrence. These sheds will protect the goats from the severe predators and is a simple yet effective means to reduce heavy mortality due to predation.

METHODOLOGY AND PROJECT IMPLEMENTATION PLAN:

- 100 nos of sheep and goat breeders in wild attack prone villages will be identified in consultation with District Wild life department and wild attack incidences reported by field offices.
- All such identified household and villages will be provided predator proof animal shelter, tarpaulin for lambing and wild animal warning system.
- The corral will have a internal dimension of 15 x 15 feet and the wall made of bricks and stone of 6 feet height.

Sheep/Animal Husbandry Department Leh & Kargil will be the nodal agency at the district level to implement the programme in association with the Wild Life Department of the J&K state will be involved in overseeing the process of implementation.

PROPOSED EXPENDITURE AND FINANCIAL PROVISIONS:

Rs 0.90 lac is proposed for provision of a chain link mesh predator proof corral and Rs 0.10 lacs for LED light based predator warning system. A total of 1.00 crore is proposed under the project for Provision of predator proof animal Shelter and wild animal warning light for 100 at risk households.

PROPOSED EXPENDITURE AND FINANCIAL PROVISIONS:

S. No.	Activity	Amount
1.	75 Predator proof corral and LED lights in Leh	75.00 lacs
2.	25 Predator proof corral and LED lights in Kargil	25.00 lacs
Total		100.00 lacs

Guidelines-

- Beneficiaries will be selected by Implementing Agency with consultation of public representatives
- All the procurement will be procured following GFR by a committee headed by Dy. Commissioner.
- A distribution committee comprising of public representatives, both local and regional along with departmental officers shall executed the final distribution process after notifying the shortlisted beneficiaries.
- Implementing Agency will prepare a DPR for the component having methodology for the implementation of component, list of beneficiaries with their details along with the design and specification of other items and will submit to CWDB.

OVERALL EXPENDITURE AND FINANCIAL PROVISIONS

S. No.	Activity	Amount
1.	Shelter shed with Guard Room	225.00 lacs
2.	Portable Tents, Snow-boots, Torch for 600 families	150.00 lacs
3.	Minimizing farmer/ wildlife conflict- Provision of predator Proof corral and LED Lights	100.00 lacs
Total		475.00 lacs

3. Strengthening of Veterinary health care delivery system at village/ Block and District level

A: Creation of Sheep Extension/First aid centre in remote and priority areas.

Proposal: A sheep extension centre is a facility through which the services of the department are made available to its users. A functional working space is essential for creating a productive environment.

5 new Sheep Extension Centres, are proposed to be built under the project. in the Leh and Kargil Districts and the new identified areas of Gurez, Sonamarg, Zanskar, Drass & Nobra, while existing 5 sheep extension centres would be upgraded in the Leh and Kargil regions.

These 10 centres will continue to serve with greater efficiency as the hub from which veterinary services and other extension activities of the Animal/Sheep Husbandry Department are extended to the Sheep/Goat breeders of the in the existing areas and the interventions proposed in the new areas of Gurez, Sonamarg, Drass, Nobra etc.

The a total amount of Rs 35 lacs per sheep extension centre has been kept while a total cost of the project is proposed at Rs 175 lacs for construction of 5 numbers of Sheep extension centre in above the mentioned areas. An additional of Rs. 5 lacs per centre is proposed for acquiring assets/ equipments/repair for the existing veterinary centre enabling them to function properly and smoothly. 5 such centres are proposed to be strengthened under the project. The component will have a financial implication of Rs 200 lacs.

Animal/Sheep Husbandry & Fisheries Department, J&K will be the nodal agency will implement the programme in association with PWD Department of the J&K state will be involved in construction and renovation of the centres.

Guidelines-

- Implementing Agency will prepare a DPR for the each center having methodology for the implementation of component, location, timelines and specification of other items and will submit to CWDB
- All the items shall be procured following GFR

B: Creation of Vaccine storage and handling centres at District and Block levels.

Proposal: Immunizations help save lives, prevent serious illnesses, and are recognized as one of the most effective veterinary health interventions available today. Immunization programs are among the most cost-effective ways to prevent disease. The success of these programs depends heavily upon the high immunization coverage of the target group and vaccine inventory management, including proper storage and handling of vaccines.

It is proposed that 5 vaccine storage facilities with solar power backup shall be created under the project at Leh, Nyoma, Durbuk, Khaltsi and Nubra. Grid electricity is not available in Nyoma, Durbuk and Nubra; unreliable at Leh and Khaltsi, making independent power backup facility an absolute must for any meaningful cold chain management strategy.

Proposed expenditure and financial provisions: It is proposed that 3 vaccine storage facilities with solar power backup shall be created under the project at Leh, Durbuk, and Nubra with each unit will cost Rs 25 lacs. 2 vaccination vans is also proposed to be purchased under the project cost of 25 lacs. A total of Rs 300 lacs is proposed for creation of 5 no of vaccine storage with power back up facility.

Sheep/Animal Husbandry Department Leh will be the nodal agency at the district level to implement the programme.

PROPOSED EXPENDITURE AND FINANCIAL PROVISIONS:

S. No.	Component	Amount in	Total Funds (in lacs)
A	Creation of Sheep Extension/First aid Centre in remote and priority areas and strengthening of existing Centres.	New creation= 5 Units, Existing= 5 Units	5X35 lacs= 175 lacs 5X5 lacs= 25 lacs
B	Creation of Vaccine Storage and handling Centres at District and Block levels.	3 Units and 2 vaccination vans	3X25=75 lacs 2X12.5= 25.00 lacs
	Total:	-	300.00 lacs

Guidelines-

- Implementing Agency will prepare a DPR for the each center having methodology for the implementation of component, location, timelines and specification of other items and will submit to CWDB
- All the items shall be procured following GF

4. Selective breeding and result based study of Changra goat to increase productivity of the breed

Proposal: Pashmina produced from changra goats has a average fibre diameter of 12-15 micron which is finest in the world. The comparative diameter of Chinese and Mongolian Pashmina is 16 micron and above.

However, the average fleece yield per animal is 230 gms per animal which is low compared to breeds of Mongolia and China where the average is around 500-700 gms per animal.

There is an urgent need to improve the quantitative aspect of the fibre specially in term of average fibre yield and clean yield. With wide variation observed in the field and consequently high selection differential to work upon, there exist very high potential for improving the breed.

Few goats yielding as high as 1kg fleece weight co-exist with other producing a mere 150 gms per combing. 5-7 year of selection pressure on the breed and sustained effort is all that it take to stabilized and improve the breed.

Methodology: Government owned farm at Khangral/Upshi will be made the nucleus of selective breeding programme. Few animals will very outstanding production record will be identified and procured for breeding at the farm. Exceptional quality bucks could be purchased from local breeders or imported from China. 20 Bucks with annual Pashmina yield of 900-1000 gms and 200 does with yield above 750 grams shall be gradually raised at the farm. Heavy selection pressure shall be applied for 5-6 years and each year male animals born in this group with demonstrated yield of 700 gms and above shall be distributed in the field. This selective breeding work shall be carried out in conjunction with better livestock healthcare extended through 2 small animal clinic installed at the farm. From 2nd year onwards 200 such high quality bucks can be produced at the 1 government farm and distributed in the targeted areas in Leh and Kargil for breed improvement of the private flocks. Monitoring and evaluation of the breeding

programme shall be carried out and feed-back sought from the private breeders. Simultaneous study at the farm by veterinarians shall be carried out for the following topics:

- a. Estimating heritability of certain important qualitative and quantitative traits.
- b. Correlationship between important traits.
- c. Effect of photoperiodism on Pashmina production
- d. Effect of temperature on Pashmina production

Sheep Husbandry Department Ladakh will be the nodal agency at the district level to implement the programme and at the field or village level, the Panchayats will be involved in overseeing the process of implementation. The insights gained from such study shall further provide impetus to improve the genetic potential of the breed.

PROPOSED EXPENDITURE AND FINANCIAL PROVISIONS:

S. No.	Component	Amount in Lacs	Total Funds for
1.	Purchase of superior quality bucks and does for breeding	200 does and 20 bucks	6000X220= 13.2 lacs
2.	Training to departmental veterinarians	3 Training courses of 2 veterinarians	8 lacs
3.	Provision of genetic study and research of Changra Breed	Research on 4 important topics	4X2.5= 10 lacs
4.	Creation of 2 small ruminants clinics including pedigree software.		2X20= 40 lacs
5.	Overhead expenses		4.8 lacs
	Total		76.00 lacs

Guidelines

- Implementing Agency will prepare a DPR for the component having detailed methodology for the implementation of component, location, timelines and specification of other items and will submit to CWDB
- Animals shall be procured through a committee having experts from Vet. Side.
- The animals should have following qualities
 - a. The animal should be in the age group of 1 ½ and 2 ½ years.
 - b. Only animals weighing more than 30 kgs within the age group shall be considered for purchase.
 - c. The body coat color shall preferably be uniformly white.
 - d. The animal should be free from any physical defect/deformity.
 - e. The animals should have normal male reproductive organs free from defects and malformations.
 - f. The animal should be free of contagious diseases and should possess all the phenotypic characteristics of an elite male.
- Selection of eligible breeders for distribution of animals shall be done through a committee :

5. Establishing pashmina goat units in identified non-traditional areas including Sonmarg, Drass, Gurez, Nobra & Zanskar to identified beneficiary families.

Many areas in Kashmir and Ladakh region have almost similar climatic conditions as that of the traditional areas of the pashmina production where rearing of pashmina goats would be a successful venture. The idea has been strengthened after achieving success in introduction of pashmina goats in non-traditional areas of Kargil under ICAR National agriculture innovation project in Pashmina (NAIP) undertaken by SAUST-Kashmir in association with Sheep husbandry Department Kargil. Thus, it is feasible if pashmina rearing activities is carried in other regions of state having similar climatic conditions as those found in the traditional region.

Components

- To popularize pashmina rearing activities in non-traditional areas of Sonmarg, Gurez, Drass, Nobra & Zanskar to identified beneficiary families. 300 mini pashmina farm units shall be established by providing a foundation stock of 19 does and one buck as one mini farm unit
- Shelter sheds to 300 mini farm unit holders would be constructed for protecting pashmina goats from snow, wild life attacks etc.

SKUAST Kashmir will be the lead centre and DSHO-Leh/Kargil and Animal and Sheep Husbandry Department, J&K will be the nodal agency at the district level to implement the programme.

PROPOSED EXPENDITURE AND FINANCIAL PROVISIONS:

S. No.	Activity	Amount
1.	Establishment of 300 Mini Pashmina Farm units having 19 does+1 buck @ 6000 per animal.	360.00 lacs
2.	Construction of 300 shelters @ Rs. 50,000/- per shelter	150.00 lacs
3.	Equipments & Facilities	50.00 lacs
4.	Travel & Misc.	25.00 lacs
	Total	585.00 lacs

Outcome

- Increase in the number of high yielding pashmina goats by 6000.
- Production of 3 metric tons of pashmina from non-traditional areas.

Guidelines-

- **Selection criteria:** Breeders who possess 30-50 (or the limit set by Implementing Agency) livestock on their own are considered eligible to apply under the scheme. The identification of eligible breeders under the scheme is made through the village based technical staff of the department who maintains and compiles census and livestock holding records of the individual breeders under his jurisdiction. The entire process of identification and recommendation of eligible beneficiary list involves the participation of Panchayati Raj Functionaries like Sarpanches and panches. Other community leaders like Councillors and Namberder are also taken in to confidence. The process involves filling up of an application form which requires filling up of intended beneficiaries name, livestock and family details. The forms thus filled are then attested by the

Sarpanches/Panches/Councillor. The case is then submitted to the District Sheep Husbandry Office after compilation and consolidation of such list at the Block level by the Block Officers. The district office in turn seeks approval of the concerned Executive Councillor (LAHDC) with Deputy Commissioner, Leh/Kargil in coordination. The formal approval is then conveyed to the Block Officers.

- **Livestock purchase and distribution including implementing procedure:** The programme shall be executed through Livestock Purchase Committee and most selection criteria applicable to animals purchased programme are applicable to the purchase of livestock under Assistance to Foundation stock as well. The survey for selection of beneficiary shall be conducted through the departmental staff (flock Supervisors, stock assistants and assistant stockmen) posted in the villages/hamlets/nomadic stations.

6. Upgradation of existing Pashmina Goats Farm at Khangral

The farm was established in 1996-97, however, thereafter no upgradation has been done due to financial constraints. It is proposed the said farm is developed as it will prove to be a best site for production of elite pashmina germ plasm. The equipments and Facilities need to be upgraded and further 100 kanals of barren land available will be developed for fodder cultivation.

- Land development for fodder.
- Upgradation of equipments and facilities.

SKUAST Kashmir will be the lead centre and Sheep Husbandry Department, KARGIL will be the nodal agency at the district level to implement the programme.

PROPOSED EXPENDITURE AND FINANCIAL PROVISIONS:

S. No.	Activity	Amount (Rs. in lacs)
1.	Land Development for Fodder	50.00
2.	Up-gradation of equipments and facilities	100.00
3.	Misc. Expenses	15.00
	Total	165.00

Guidelines-

- A DPR shall be prepared containing the details of work to be carried out, methodology for execution of work, timeline, association agency and submit to CWDB

Overall Financial Implications

S. No.	Activity	Amount (Rs. in Lacs)
1.	Improving nutritional status of the Changra Goat – Promotion of unconventional feed and rangeland management	593.00
2.	Socio economic up-liftment of livestock rearers.	475.00
3.	Strengthening of Veterinary Health Care delivery	300.00

	system at village/Block and District level.	
4.	Selective breeding and result based study of Changra goat to increase productivity of the breed.	76.20
5.	Establishing Pashmina Goat units in identified non-traditional areas including Sonmarg, Drass, Gurez Nobra & Zanskar to identified beneficiary families.	585.00
6.	Up-gradation of existing Pashmina Goats Farm at Khangral.	165.00
	Total	2194.20

EXPECTED OUTCOMES

The proposed interventions will ensure following benefits:

- Decrease free and high yield breed of Pashmina goats
- Decrease in mortality rate due to improved health coverage.
- Increase in the yield per animal from 230 grams to 300 grams.
- Increase in the total production from 45 metric tons to 60 metric tons
- Better rearing facilities to farmers in traditional and non-traditional rearing belts.
- Rise in income of wool growers by at least 30%.

2. ESTABLISHMENT OF MODEL PRODUCTION ZONES

The Pashmina products cluster is mainly concentrated in Eidgah area of district Srinagar of Jammu and Kashmir. The constituent areas of the cluster include Zoonimar, Saidapora, Firdous colony, Khaiwan, Rathpora, Ganderpora, Laigerdora, Shaheed Mazaar, Wanganpora, Bagwanpora, Waniyar, Narwara, Wantpora, Tangbagh, Armpora and Merjaanpora. The various types of practitioners involved are artisans, artisan manufacturers, traders, trader manufacturers and exporters. Majority of the artisans are operating on job work basis supplying to the manufacturers and traders. Pashmina craft in the Eidgah cluster has a history of around 600 to 700 years. The people of the cluster have been dedicatedly involved in the manufacturing of plain and embroidered pashmina products for all these years. The art of Kani shawls however, is a recent addition to the cluster having a history of around 20 years only. Kani Shawls have been traditionally woven at a village named Kanihama in district Baramulla, which is 20 kms from Srinagar on Srinagar Gulmarg Highway. Further Basholi region in the Kathua district is also a small but important cluster where shawl weaving activity is being carried out. Around 500 weavers/artisans are engaged with the weaving of plain Pashmina shawls in the said cluster.

In Ladakh region, Leh has a rich heritage of traditional handicraft and handlooms and a wide variety of products are made, mostly by women in rural areas. Traditionally, these products were made for household consumption, at the most to be sold in the local market. Due to lack of awareness, education and tools and machines for further value addition, currently the locals process Wool and Pashmina mainly for their own consumption and distribution being manufactured are of not good quality.

Under the Pashmina Promotion Programme value addition of dehaired pashmina has been undertaken wherein spinning charkhas and handlooms have distributed in the Ladakh region.

However, these clusters in all three regions of Jammu & Kashmir have not been able to optimally utilize the potential of given resources and skills. The stakeholders face various issues which serve as barriers towards the growth and development of these clusters. The issues begin right from procurement of raw pashmina till the product is marketed and reaches end customers. The craft households in the clusters are highly interdependent socially, economically and environmentally. Economically, the constraints to land, capital and capacity have often led individual craft households or enterprises to specialize in one part of the overall production process for a craft commodity. For example, in the Eidgah cluster, the final product of plain pashmina shawl/stole results from at least 8 different stages of production with trading between producers engaged in these different stages.

An analysis of the current business scenario, available infrastructure & common facilities, existing value chains, access to technology & markets, skill profile, and the institutional framework with respect to the clusters of Pashmina Weaving and Kani shawl weaving has led to observation of certain key lacunas which hamper the overall growth of these craft concentrations in development of model production zones. As observed during analysis and cluster visits the key impediments and lacunas existing in the cluster which hamper the overall growth have been identified as:

S. No.	Parameters	Issues
1.	RAW MATERIAL	Rising cost of raw material. Scarcity of raw material. Adulteration of raw material. No direct linkages with raw material providers. Absence of raw material depot. No collective purchase mechanism.
2.	TECHNOLOGY	Lack of knowledge about technological advancements in processing. Limited access to advance technologies in designing, dyeing and finishing.
3.	MARKETING	Limited access to marketing opportunities. Un-organized and non rationalized distribution of overall monetary benefits due to absence of benchmarks towards 'productivity vis a vis income'. Wide spread selling of fake products under the brand of Pashmina, has decreased market. Improper & inefficient buying mechanism of Arts Emporia.
4.	HUMAN RESOURCE	Artisans have low level of earnings. Lack of information about various empowerment/welfare schemes. Absence of old age benefits for artisans. Introduction of machines for spinning and weaving, poses great threat to artisans. Absence of SHG's in cluster. Lack of training facilities because of defunct training centres. Low literacy levels. Limited production and quality management capabilities.

5.	QUALITY	Limited awareness about quality standards and certification including GI. Machine spun yarn being used extensively is leading to poor life of Pashmina fabric as well as piling. Increasing Power looms are reducing work opportunities as well as decline quality of products. Adulteration of raw material for meager benefits, decreases quality and hence spoil image of Kashmir as a whole. No quality control checks.
6.	FINANCE	Non availability of adequate working capital. Lack of awareness about financial schemes. Procedure for finance schemes is lengthy and terms are unfriendly.
7.	PRODUCTION INFRASTRUCTURE	Lack of proper work places Lack of raw material processing facilities Old age tools and technologies
8.	PRODUCT	Minimum design innovation Limited New product Development No quality control.

It is proposed that the existing clusters of Pashmina Weaving and Kani Shawl located at Eidgah and Kanihama may be promoted and developed as “ Model Production Zones”. Further a concentrated effort is needed to increase the no of weavers/artisans associated with shawl weaving in Basholi region of Jammu and Ladakh. These zones would highlight the best practices in terms of quality and processes related to the production of Pashmina and Kani Weaving. The Zones will be promoted as a tourist destination of a unique nature that will help in awareness building and branding of the traditional craft practices related with Pashmina.

For the purpose of promotion of the existing clusters of Eidgah and Kanihama as Model Production Zones and development of Pashmina Cluster at Basholi and Ladakh, the below mentioned interventions and activities need to be carried out viz a viz the problems identified above.

A) DESIGN, SKILL AND CAPACITY UPGRADATION

Given that currently approximately 25000 artisans have been working as part of the existing value chains in all mentioned craft clusters, skill-building training is essential to scale up the number of artisans capable of producing quality products. All the 25000 existing artisans/manufacturers require training and skill-building inputs for development of SHG’s and building of Entrepreneurial capacity of the cluster actors.

As the products developed in the clusters has remained more or less stagnant new product development and design development is required urgently which would result in greater economic benefits to the cluster actors A significant design investment is needed to diversify the product profile of the cluster in addition to the existing traditional products.

The following interventions will be carried out.

Capacity Building

The cluster actors would be exposed to successful similar interventions in other clusters and simultaneous focus would be to work on the issues related trust building and production such as quality, standardization, enterprise management etc so as to initiate collective actions and then face the market directly. Brainstorming sessions, workshops and intensive training programmes would be organized and results would be disseminated to have a greater outreach. The focus will be all the stakeholders involved with the cluster i.e. Artisans, Entrepreneurs, traders, Service providers with joint trainings on some issues so as to develop a common perspective towards business operations.

Skill Development

At the National and International level, the market for handicraft products is moving towards high quality value added products. In such a scenario, it is crucial for the artisans in the cluster to realign with the market demand. The cluster has a marked skill deficiency in the areas of process innovation, design, finishing, product standardization quality standards, other related areas and soft skills as per the National and International market demand.

The skill development program will address the current limitation of clusters by enabling production of high value added exquisite Pashmina products. Standardized training modules will be prepared in consultation with domain experts and reputed institutions for comprehensive skill development of the cluster.

Accordingly it is proposed that below mentioned activities are carried for development of the craft clusters.

Design & Product Development

The artisans will be trained in the skills to design and develop new patterns, translate patterns and samples into real products, and built the cluster adaptability to experiment with colour trends combinations and design variations. The strategy to intervene would be to experiment with new designs in the existing product lines and target niche markets. Further new product lines like jumpers, hats, gloves, socks and garments like coats, jackets, pants, etc. would also be explored. Main target for design related intervention would be artisans/entrepreneurs and focus would be to tap domestic tourist market, apart from national and International market.

Entrepreneurship Development Programme

To provide artisans/manufacturers with knowledge pertaining to self employment opportunities and develop alternative avenues of income generation capacity building, entrepreneurship development and other related soft skills training programs will be undertaken in all the clusters.

Social & Financial Inclusion

Artisans work for long hours in poor lit sheds and make products. This has serious long term health hazards particularly strain to eyes. There is an absence of social protection measures to address these risks inherently associated with their vocation. The vulnerability of the artisans increases due to low incomes, poor health, and informal working contract. There is also high incidence of dropouts in secondary school level due to low incomes of the artisans.

The program will address the immediate as well as long-term needs of the artisans. These include income generation activity through SHG-Bank linkage, issue of Artisan credit cards, old-age pension, special health insurance scheme for artisans, Janashree Group Insurance etc. Sensitization on health issues leading to preventive care and better working conditions will lead to the empowerment of the artisans and the sustainable development of the family.

Credit linkages will be established lining the SHGs with financial institutions, operating in the cluster to avail of terms loans and meet working capital requirements, so as to ensure 100% financial inclusion.

Further the entrepreneurs would be given incentives by various depts. like Industries and Commerce Dept. in setting up Pashmina production units .Accordingly it is proposed the below mentioned activities are carried out for the development of the craft clusters.

- Capacity Building Workshops’.
- Product and Design Diversification.
- Entrepreneurship Development Programs. Awareness programs on Govt and Financial Schemes.

ROPOSED EXPENDITURE AND FINANCIAL PROVISIONS:

S. No.	Activity	No. of Activities	Beneficiaries per Batch	Total Beneficiaries	Amount
1.	Workshops on Capacity Building	40 (20 in Kashmir, 10 in Ladakh & 10 in Jammu)	50 Participant per Batch	2000 Participants	Rs. 20 lacs @ 50,000/- per programme
2.	Product Diversification and Design Development Workshops	30 (15 in Kashmir, 8 in Ladakh & 7 in Jammu)	20 Participant per Batch	600 Participants	Rs. 90 lacs @ 3.00 lacs per programme
3.	Entrepreneurship Development Programmes	10 (4 in Kashmir, 3 in Ladakh & 3 in Jammu)	20 Participant per Batch	200 Participants	Rs. 5 lacs @ 50,000/- per programme
4.	Awareness programmes on Govt. and Financial Schemes	30 (16 in Kashmir, 7 in Ladakh & 7 in Jammu)	50 Partipants per Batch	1500 Participants	Rs. 15 lacs @ 50,000/- per programme
	Total				Rs. 130.00 lacs

IMPLEMENTING AGENCY

Craft Development Institute will be the implementing agency for the above intervention in Jammu and Kashmir regions while as Ladakh Autonomous Hill Development Council (LAHDC) will undertake the said activities in Ladakh region.

B) UPGRADATION OF TOOLS AND TECHNOLOGIES

A common factor to all existing production clusters of Pashmina and Kani is the use of old and inefficient technologies. In Kashmir and Jammu region, the process of hand spinning is still being carried out on traditional wooden spinning wheels, which besides producing uneven spun yarn gives low production results. Correspondingly the income of the spinners associated with the process is significantly low. It s envisaged that with the use of better spinning wheel

“Charkha” like the one developed and being used by SKAUST-K which are foot operated will result in greater productivity.

The looms used by the traditional weavers also need improvement to increase the efficiency and the production output.

Accordingly, it is envisaged that with the following interventions the productivity of the clusters will improved manifold.

PROPOSED EXPENDITURE AND FINANCIAL PROVISIONS:

S. No.	Particulars	No. of Beneficiaries	Amount (In lakhs)
1.	Improved Spinning Wheel	1500 (1000 in Kashmir, 300 in Ladakh & 200 in Jammu)	75.00
2.	Improved Looms	1500 (1000 in Kashmir, 300 in Ladakh & 200 in Jammu)	150.00
3.	Skill Training on improved Tools	3000 (2000 in Kashmir, 600 in Ladakh & 400 in Jammu)	75.00
Total			300.00

Guidelines-

- A DPR shall be prepared with identification of beneficiaries by the each implementing Agency containing the details of the beneficiaries , selection criteria, methodology for distribution of items, specifications of items to be distributed and details of the skill training
- All the items shall be procured following GFR

Craft Development Institute will be the implementing agency for the above intervention for Kashmir and Jammu and LAHDC will be for Ladakh and would undertake the said intervention with active support of JKHD, JKEDI, JKHDC.

C) CREATION OF COMMON FACILITY CENTRE (CFC)

The present infrastructure in terms of facilities and equipments required for weaving raw pashmina into world renowned Pashmina fabric has remained unchanged .It is increasing felt that certain processes which do not down grade the hand value of the pashmina products need to undertaken in the areas especially in and around model production zones to achieve better quality and consistency of the pashmina fabric.

Within the existing context of available services and infrastructure, the specific problems and constraints faced by the artisan community associated with Pashmina and Kani Shawl craft within the model production zone are given below:

The Pashmina from Ladakh comes to Kashmir in raw form. It is locally being dehaired by machines which are actually meant for wool and not for Pashmina which results in deterioration in the quality of Pashmina Fibre. The dehairing plant at Leh which is being upgraded will at least take 5 years to get operationalized.

As envisaged in the proposal that to sustain Pashmina rearing activity especially in the non traditional Pashmina rearing areas ,the raw pashm which would be bought by the Govt. to encourage new breeders and goat rearers. Thus, it is imperative a dehairing facility is created.

Another critical problem faced by artisans/weavers, manufacturers and traders associated with Pashmina is related manual dyeing of pashmina. Issue with manual dyeing is that of colour

shade matching. Since the dyeing methods presently followed are open vat and unsystematic, it is extremely difficult to repeat a particular shade of colour. The given inconsistency leads to rejection of many business orders as well as finished products when the difference of shade is recognized afterwards. Further, the local dyeing has added inconsistency with respect to the quality used, dyeing conditions and rates at which the services are offered in different locations.

The present infrastructure is also faced with capacity based limitations as it is not possible to dye more than 20kgs of yarn or a few meters of fabric in a single batch. Due to the same limitation, exact colour shade matching becomes more difficult whenever the dyeing requirement increases beyond 20kgs.

Washing facility for fabric although available does get strained during winter months, especially with regards to subsequent drying of the material. Mechanized drying facility is also unavailable in the region. Presently natural sunlight drying is followed and the same is absolutely unviable for yardage fabrics, as the sunlight is inconsistent for the given fabric length and duration needed.

Based over the scale of production and existing limitations of services and infrastructure with respect of Pashmina craft, it is suggested that the following common facilities are the foremost in priority, to be established for the benefit of artisans, craft and industry. These are:

1. Dyeing, drying, washing and calendaring of pashmina fabrics which are value-added with different types of embroidery techniques with various yarns of cotton/ Staple or silk in an around Model Production zones.
2. Carding and dehairing of raw pashmina used in the production of pashmina goods in and around Model production zones.

Since, Jammu & Kashmir Industries Ltd.(JKI) has a Woolen Mill at Bemina, it is proposed that part of the said facility will be used for setting up common facility centre housing dehairing unit, dyeing, washing, drying and calendaring facilities.

This Common Facility Centre's would provide all the above-mentioned services required by the artisans associated with Pashmina craft. The processes like dyeing, washing, finishing would be streamlined. This will lead to achieving economic efficiency as well as better management of time along with standardizations related to above-mentioned services.

Since the building for housing the said facility already exists at Woolen Mill of Jammu Kashmir Industries Limited at Bemina Srinagar, only appropriate interiors and fixtures, need to be arranged. The machinery requirement for such a processing centre will be a mix of imported and indigenous machinery including scouring and dehairing machinery, package/hank dyeing machines, fabric dyeing machines, hydro extractor & tumble dryer, boiler, steam press etc.

S. No.	Particulars	Amount (In lakhs)
1.	Land, Building and Facilities	To be provided by Govt. at existing facility at Bemina Woollen Mill.
2.	Common Facility Centre having De-hairing plant, equipments for carding, dyeing, warping, washing calendaring, printing and finishing.	400.00
3.	Interiors, Furniture & Fixtures	50.00
	Total	450.00

Guidelines-

- A DPR containing the list of machines to be procured with their specifications, justification, availability of manpower, tentative cost, timelines etc. will be prepared by the Implementing Agency and will submit to CWDB.
- Recurring cost to run the machines will be borne by the agency
- All the machines shall be procured by a committee having experts through tender procedure and by following GFR

Jammu & Kashmir Industries with the help of SICOP would be the implementing agency for the above intervention with active support of JKHD, CDI, JKHDC.

D) RAW MATERIAL BANK

All Changthang Pashmina Growers and Marketing Society, Leh, a registered co-operative society, is involved in procurement and marketing of raw pashmina. The society aims at ensuring fair price to the poor breeders for their produce and has been preventing their exploitation by the middlemen. With the installation of the new dehairing plant which is expected to establish very soon, the requirement for raw material shall increase. A revolving fund of Rs.2 crores has already been sanctioned in favour of the aforesaid society but it becomes insufficient for them as the procurement process of raw pashmina costs beyond 9 crores. Therefore, Provision of an additional/enhanced revolving fund to the tune of Rs 200.00 lacs is proposed for procuring the raw pashmina from the breeders of Pashmnia growing areas which could then be timely processed at the dehairing plant for further value addition. Timely payment benefits the entire livestock rearing community and encourages them to rear livestock.

At present the raw Pashmina used by the artisans/weavers in the clusters of Jammu and Kashmir is mostly procured from Ladakh region of J&K from 'Ladakh Autonomous Hill Development Council' (LAHDC), which in turn collects the raw pashmina. through its agency.

All Changthang Pashmina Growers Marketing Co-operative Society

However due to the low prices being offered by the local traders during the past few years most of the raw Pashmina is being sold by "LAHDC" to companies such as Oswal, SAS International, Raymond etc. as these companies buy the raw Pashmina in bulk quantities. So in order to create a continuous supply of the raw Pashmina and further to ensure that the goat breeding activity in the traditional and non-traditional areas of the state does not decline and to ensure availability of quality raw material on a continuous basis to the artisans/entrepreneurs involved in handmade Pashmina trade in the identified clusters.

It is envisaged that government intervention in terms of Minimum Support Price (MSP) is implemented wherein govt buys Pashmina from the rearers at MSP.

The Minimum Support Price for the raw Pashmina will fixed by a committee headed by either Commissioner /Secretary Industries & Commerce Dept or Commisisioner/Secretary Animal/Sheep Husbandry & Fisheries Department and all the relevant stakeholders associated with Pashmina Production and rearing activity. The prices will be fixed on the grading of Pashmina based on the quality (fibre diameter and length).At present there is no set grading system for pashmina. The project envisages to create a grading system research and development to be carried out by SKUAST-K and CDI .

The committee formed for MSP would consider the grading system for setting the Minimum Support Price to the JK Govt for Approval and Implementation. In order to support the minimum price initiative it is proposed that a suitable raw material bank of Pashmina is established in and around the Model Production Zones, for procurement of raw Pashmina which

would be further distributed amongst the artisans/entrepreneurs involved in handmade Pashmina trade in the identified clusters at subsidized prices.

Jammu Kashmir Industries limited(JKI) has a woollen mill at Bemina which has got adequate facility for housing the raw material bank only a initial amount would be required for procurement of raw Pashmina on Minimum Support Price. The subsidy component will be borne by JK Govt.

S. No.	Particulars	Amount (in Lakhs)
1.	Land, Building/Warehouse for raw material (Kashmir)	To be provided by Govt. at existing facility at Bemina Woollen Mill
2.	Land, Building/Warehouse for raw material (Ladakh)	Existing De-hairing Plant Facility at Leh shall be used for the purpose
3.	Revolving Fund for raw wool and Pashmina (Ladakh Region)	200.00
4.	Revolving Fund for raw Pashmina (Kashmir Region)	200.00
5.	Research and Development for Grading of Pashmina	10.00
	Total	410.00

Guidelines-

- Implementing Agency will prepare a DPR containing the details of methodology for implementation of the component, benefit to wool growers etc. and will submit to CWDB
- Implementing Agency shall keep the details of wool purchased, sold with rate and methodology for passing on the profit to wool growers.

Jammu & Kashmir Industries with the help of SICOP would be the implementing agency for the above intervention with active support of JKHD, CDI, JKHDC for Kashmir region whereas Ladakh Autonomous Hill Development Council (LAHDC) will be the implementing agency for Ladakh region. For R&D purpose SKUAST-K and CDI shall work in collaboration.

E) AMMENITIES AND INFRASTRUCTURE UPGRADATION

The craft clusters of Pashmina and Kani need massive upliftment in terms of basic amenities and infrastructure if the same need to be developed into Model Production Zones. Development of land, roads and parks, augmentation of water supply, drainage, improvement in power distribution, implementation of non conventional sources of energy for common captive use, faceliftment of the facades of the buildings in the craft clusters needs to be undertaken so as the craft clusters of Iddgah and Kanihama are developed into model production zones.

PROPOSED EXPENDITURE AND FINANCIAL PROVISIONS:

S. No.	Particulars	No. of Clusters	Amount (In lakhs)
1.	Infrastructure Development in cluster.	04 (Eid Gah Srinagar, Kanihama Baramulla, Ladakh & Jammu)	500.00
	Total		500.00

Jammu & Kashmir Handicrafts Department will be the nodal agency and JKSIOP, JKSIDCO will be the implementing agency for the above intervention

Guidelines-

- Implementing Agency will prepare a Detailed Project Report having details of the activities to be carried out, methodology for the implementation, benefits from the implementation timelines, association agency etc. and will submit to CWDB.

Overall Financial Implications

S. No.	Activity	Amount (In lakhs)
1.	Design, skill and capacity up-gradation	130.00
2.	Up-gradation of Tools and Technologies	300.00
3.	Common Facility Centre	450.00
4.	Raw Material Bank	410.00
5.	Amenities and Infrastructure up-gradation	500.00
	Total	1790.00

EXPECTED OUTCOMES

The proposed interventions shall result in streamlining the overall production process of Kashmir Pashmina as well ensure following benefits:

- Development of better designs and quality products.
- Rise in exports by 15%.
- Increase in overall productivity by 10%.
- Availability of genuine quality raw material to artisans.
- Availibility of all facilities and services related to pashmina production in the clusters.
- Rise in income of weavers and other artisans by atleast 20%.
- Development of pashmina clusters as craft tourism destinations.

ESTABLISHMENT OF PASHMINA RESOURCE CENTRE

In order to carry out research and development on the Pashmina yarn and fibre it is mandatory that a Centre of excellence is created. A Pashmina Testing & Certification Centre (PTQCC) has been set-up by Craft Development Institute with a grant-in-aid of Rs 444.42 lacs provided under the ASIDE Scheme, Ministry of Commerce, Govt. of India. However grant-in-aid so provided includes only the funds meant for the capital expenditure such as the building, machinery, equipment, facilities and other essential features, as part of establishing the said centre.

The Centre at present carrying labeling and certification work for pashmina yarn and goods. It is envisaged that the centre is augmented to carry out regular research based work on Pashmina and is established as a Centre of excellence for Pashmina and related goods.

The existing equipments and facilities can carry out testing and labeling work for a limited quantity of Pashmina goods. The Centre at present has also got a limited capacity for carrying out yarn and fibre analysis. Further the lacks equipments for carrying out research work for creating blends for Pashmina Fibre.

In order to establish itself as a Centre of excellence the following interventions have been proposed;

- Upgradation of equipments and facilities at the centre.
- Accreditation of the Centre by an accrediting body such as NABL.

Need for accreditation.

In the current global scenario an essential pre-requisite of trade is that any product or service accepted formally in one economy must also be free to circulate in other economies without having to undergo extensive re-testing. Accreditation is considered as the first essential step for facilitating mutual acceptance of test results and measurement data. Confidence in accreditation is obtained by a transparent system of control over the accredited laboratories and an assurance given by the accreditation body that the accredited laboratory fulfils the accreditation criteria, at all times.

Accredited laboratories can objectively state conformance of product or service to specified requirements.

The accreditation by an accrediting body such as NABL, would provide the PTQCC with following advantages in accordance with international criteria has many advantages:

- Increased confidence in Testing/ Calibration Reports issued by the Laboratory.

Better control of laboratory operations and feedback to laboratories as to whether they have sound Quality Assurance System and are technically competent.

Potential increase in business due to enhanced customer confidence and satisfaction. Further the Centre would also provide the following services:

- To create awareness about genuine handmade Pashmina.
- To carry out research on Pashmina Fibre and Yarns.
- To establish benchmarks for Pashmina.
- To develop Pashmina blends.
- Improving quality of Pashmina.
- Market Intelligence Centre.

Since the Pashmina Testing and Quality Certification Centre is working under the aegis of Craft Development Institute, Srinagar the upgradation of the said centre would be implemented by it.

PROPOSED EXPENDITURE AND FINANCIAL PROVISIONS:

S. No.	Particulars	Amount (In lakhs)
1.	Pashmina Resource Centre	300.00
	Total	300.00

EXPECTED OUTCOMES

The proposed interventions shall result in better testing facility pashmina fibres, yarn and fabric as well ensure following benefits:

- Customer satisfaction through hallmarking of genuineness & quality assurance. This will thus lead to increase in business.
- Discouragement of sale of fake and imitated goods.
- Continuous research for development of pashmina industry.

Guidelines-

- A DPR containing the details of activity to be carried out for the implementation of component along with list of equipments to be procured with justification, methodology for branding and labeling and charges for the facilities for the users etc shall be prepared and will be submitted to CWDB.

PROMOTION & AWARENESS BUILDING OF PASHMINA GI LABEL

Having crossed one milestone of getting the registration of Pashmina and subsequent labelling of genuine handmade Pashmina products, there is a need to launch aggressive promotional campaign for the promotion of Pashmina GI label to build an integrated and recognized brand for the Pashmina world over.

The need for this initiative is being increasingly felt due to several unfair practices in production and trade of the Kashmir handicraft. Such practices are taking strong roots and are detrimental to the future of the craft sector of Jammu & Kashmir which presently enjoys an international reputation for its exclusivity, elegance and traditional splendor.

The Pashmina related industry of the State of Jammu & Kashmir has a present scale of production that is estimated to have an approximate annual turnover of Rs. 650 Crores and Rs. 400 Crores exports. The industry faces an intense competition from factors explained above and it is imperative that the work done so far towards the protection of this industry is further followed with adequate promotion and awareness building that focuses on the entire cross section of concerned stake holders including artisans, businessmen and traders international buyers and retailers as well as the end consumers. Hereunder are outlined, possible benefits that could be accomplished in terms of economic growth, rise in employability as well as non-financial and indirect rewards, envisaged from the proposed initiative:

The overall demand of production volumes for the Pashmina based shawls will increase manifold from the State of Jammu & Kashmir, if the GI label implemented is enforced with full vigor that will compel the national and international buyers to deal in authentic products and source the concerned goods from the State itself. Only the established retailers based on their private brands presently enjoy the large portion of the profit attached to the Pashmina goods business. For example, a plain Pashmina shawl can be purchased at Rs. 6,000.00 in Kashmir while the same sells at about Rs. 46,000.00 in 5 star Metropolitan Hotel at New Delhi.

The promotion of the GI Pashmina Label will help to increase profitability for the producers and regional industry. This would take place because not only the GI owners would have the prerogative to determine a standardized cost of the related goods but also enjoy the value created by the brand premium.

The promotion of the Pashmina GI label can go a long way in helping the J&K State expand its opportunities of employment in the trade and production of handicrafts, as better profit margins would attract fresh artisans and individuals to join the industry.

The enforcement of GI label can be used as an opportunity to create a fair and ethical business environment where the artisan, the traders and exporters have to strictly comply to the prescribed practices and thus increase the value and overall quality of the sector.

The promotion of GI label on international platforms shall be a stepping-stone towards building of the ‘Pashmina’ brand that would also promote the regional heritage as well as other traditional produce from the State. One of the major indirect opportunities through implementation of the said GI label is to transform the unorganized character of the regional craft industry towards an organized set-up, by enforcement of compliances. This could further help in evolving a reliable statistical data and thus using the same for appropriate resource allocation towards systematic development of the industry.

Methodology & Approach

In view of achieving the above objectives, the following initiatives are visualized that may be undertaken at the earliest possible.

1. PUBLICITY

This would include the following media and would be a critical source of promotion and awareness building that would be sustained for a period of at least 18 months.

- a. Advertisement in National Newspapers
- b. Advertisement in Fashion and Lifestyle magazines, boarding passes & Flight Magazines
- c. Design and printing of advertisements, posters, brochures fliers, etc.
- d. Publicity through Banners and Hoardings especially at all major airports.
- e. Promotion on TV and Radio

PROPOSED EXPENDITURE AND FINANCIAL PROVISIONS:

S. No.	Activity	Amount (In lakhs)
1.	Advertisement in National Newspapers	100.00
2.	Advertisement in Fashion and Lifestyle magazines, Boarding passes & Flight Magazines.	70.00
3.	Design and printing of Advertisements, Posters, Brochures Fliers, etc.	30.00
4.	Publicity through Banners and Hoardings.	30.00
5.	Promotion on TV and Radio	70.00
	Total	300.00

2. MAKING OF VIDEO FILMS

Short films capturing and explaining the uniqueness of each craft and its related production process are proposed to be made and distributed as CDs to end consumers, retailers, manufacturers, buyers, etc. with the objective of building necessary awareness at a large scale. The related cost implications in this regard are as follows:

S. No.	Activity	Amount (In lakhs)
1.	Conceptual Groundwork	03.00
2.	Production and Post-Production	10.00
3.	Distribution	03.00
	Total	16.00

OVERALL FINANCIAL IMPLICATIONS:

S. No.	Activity	Amount (In lakhs)
1.	Publicity	300.00
2.	Making of Video Films	16.00
	Total	316.00

IMPLEMENTING AGENCY

Industries and commerce department, Govt. of J&K will be the Implementing Agency for the above interventions in consultation with Handicrafts department (J&K Govt.), Craft Development Institute, Srinagar and Ladakh Autonomous Hill Development Council (LAHDC).

EXPECTED OUTCOMES

The proposed interventions will ensure following benefits:

- Awareness creation among the potential buyers about geniuses of Pashmina.
- Promotion of Pashmina GI label in potential national and international markets.
- Strengthening of Pashmina brand.

Guidelines-

- A DPR containing the details of above mentioned activities to be carried out for the implementation of component with justification, methodology, benefits for the stakeholders etc shall be prepared and will be submitted to CWDB.

DEVELOPMENT OF BUSINESS LINKAGES AND MARKETING PLATFORMS

In order to develop market linkages of the model production zones with external markets it is important that the SHS /federation which are part of such zone are able to establish new market linkages. The products developed in the clusters will be represented at National/international trade fairs.

Trade fairs like India Handicraft and Gift Fair (IHGF), the New York Gift Fair (NYGF), Ambient, Frankfurt, etc. will be appropriate. Further it imperative that the existing marketing channels such as JKHC (S&E) being strengthened so that they are able to stock and sell genuine handmade Pashmina products. The financial implications for a period of initial 3 years are as under:

S. No.	Activity	Amount (In lakhs)
1.	Participation Fee @ Rs. 5.00 Lac per Event (5 Events per year for 3 consecutive years)	75.00
2.	Logistics @ Rs. 3.00 Lac per Event (5 Events per year for 3 consecutive years)	45.00
	Total	120.00

Guidelines-

- Implementing Agency will prepare a Detailed Project Report having details of the activities to be carried out, methodology for the implementation, benefits from the implementation timelines, association agency etc. and will submit to CWDB.

STRENGTHENING OF JKHC (S&E)

J&K Handicrafts Corporation(S&E) has been one of the nodal agency for providing appropriate marketing platform to the artisans of the state of Jammu and Kashmir. The Corporation has got sales outlets at premium locations throughout the country. Until recent times the Corporation had created a brand image of being the place to buy exquisite authentic and quality hand made products of the state of Jammu and Kashmir. However in recent years the Corporation has failed to provide adequate marketing support to the artisan community of the state. This is also due to the fact that corporations have not been to keep pace with changing marketing scenario worldwide. This has also badly affected the functioning of the corporation which in turn has lead decline in sales and overall revenue generation.

One of the immediate needs envisaged to bring the corporation back in business and provide adequate marketing support to the artisans is to introduce e marketing platform .The platform besides lowering the marketing costs would also allow the distant customers to buy online easily.

Since the JKHC has got a huge collection of Pashmina products, it felt that having an online marketing platform would greatly help in generating sales for pashmina goods. The move would address the issue of having access to limited physical locations. The model would also help in lowering down the inventory cost as in case of E-commerce only photographs are required to be displayed on the web portal.

The model would be based on the fact the products which are property of the corporation and the ones which are procured by the corporation on consignment basis are digitized and uploaded on web platform. The web platform would have a relevant payment gateway which can be used by the customer for placement of order and payment.

Methodology

For development of internet based marketing model, given below is the road map to be followed:

Planning

- Preliminary Research about existing web portals selling handicraft goods
- Development of database of artisans along with their respective crafts, designs and capacity
- Development of business model with suppliers (Artisans and manufacturers).

- Development of payment gateways.
- Final Action Plan

Infrastructure Development Phase

- Development of in house studio for photography
- Procurement of computers, laptops, cameras, lighting Equipments, props and other accessories
- Purchase of web hosting space, Furniture ,fittings and fixtures

Human Resource Development

- Capacity building of existing employees who are tech savy
- Engagement of technical human resource include web designers, computer engineers, photographers etc

Setting-up and Development Phase

- Design and Development of web portal
- Compilation & Structuring

Operational Phase

- Portal Hosting
- Digitization / Web-uploading
- Internal Team development
- Pilot Operation

Self-Sustenance Phase

- Test Run
- Promotion & Publicity
- Feedback Integration

Financial implications

An initial financial support of Rs 100.00 lacs is required for setting up the said facility. Further an amount of Rs 25.00 lacs per year is needed for smooth functioning of the said facility.

S. No.	Activity	Amount (In lakhs)
1.	Setting up the said Facility	100.00
2.	Recurring Expenses for 3 years @ 25 lacs per year	75.00
3.	Miscellaneous	05.00
	Total	180.00

OVERALL FINANCIAL IMPLICATIONS:

S. No.	Activity	Amount (In lakhs)
1.	Exhibitions and Display inclusive of Travel, Boarding and Lodging (Participation atleast 5 National & International Exhibitions)	120.00
2.	Strengthening of JKHC	180.00
	Total	300.00

IMPLEMENTING AGENCY

JKHC (S&E) and Handicrafts department (J&K Govt.) J&K will be the Implementing Agency for the above interventions will send a DPR to carry out said activities to CWDB.

Guidelines

- Implementing Agency will prepare a Detailed Project Report having details of the activities to be carried out, methodology for the implementation, benefits from the implementation timelines, association agency etc. and will submit to CWDB.

PROJECT CONSULTANCY, MANAGEMENT, EVALUATION AND CONTROL

The overall implementation of the project would be implemented either by the J&K Govt. or a suitable agency selected by the J&K Govt. The agency would identify the required experts for preparation of detailed project report. Further, the agency would be responsible for establishing benchmarks and set procedure for implementation of the project. The agency would also be responsible for efficient management and implementation of the project.

Further, to bring transparency in the overall implementation of the project an independent evaluation and monitoring agency would be engaged. The tasks of the agency would be to track the progress of each component of the project. The agency would further evaluate the progress and results of the project. The actual performance will be confirmed with set standards and corrective measures if any will be suggested and implemented.

1. Preparation of Detailed Project Report(DPR)
2. Establishing Standards
3. Observing Performance
4. Comparing actual performance
5. Taking corrective actions

OVERALL FINANCIAL IMPLICATIONS:

S. No.	Activity	Amount (In lakhs)
1.	Preparation of Detailed Project Report (DPR)	05.00
2.	Project Consultancy and Management	50.00
3.	Evaluation, Monitoring, Control and Documentation	30.00
4.	Miscellaneous Expenses	10.00
5.	Administrative Expenses	05.00
	Total	100.00