

## Performance of Hand Loom Mark Scheme at a glance Period Upto 31.10.2009

| Sr. No.    | Particulars                        | Previous month (Sept '09) | This month (Oct '09) | This Financial Year (From April '09) | Cumulative (Since Launch)      |                            |
|------------|------------------------------------|---------------------------|----------------------|--------------------------------------|--------------------------------|----------------------------|
|            |                                    |                           |                      |                                      | Previous month (Upto 30.09.09) | This month (Upto 31.10.09) |
| (1)        | (2)                                | (3)                       | (4)                  | (5)                                  | (6)                            | (7=4+6)                    |
| <b>1.0</b> | <b>Registration Details</b>        |                           |                      |                                      |                                |                            |
| 1.1        | Individual Weaver                  | 12                        | 121                  | 748                                  | 3,551                          | 3,672                      |
| 1.2        | Master Weaver                      | 0                         | 0                    | 21                                   | 120                            | 120                        |
| 1.3        | Primary Co-op. Society             | 11                        | 6                    | 105                                  | 1,927                          | 1,933                      |
| 1.4        | Apex HL Society                    | 1                         | 0                    | 2                                    | 26                             | 26                         |
| 1.5        | Retailer                           | 1                         | 1                    | 6                                    | 19                             | 20                         |
| 1.6        | Manufacturer Exporter              | 0                         | 0                    | 2                                    | 61                             | 61                         |
| 1.7        | Merchant Exporter                  | 0                         | 0                    | 1                                    | 21                             | 21                         |
| 1.8        | Others                             | 2                         | 49                   | 54                                   | 5                              | 54                         |
| 1.9        | <b>Total Registration</b>          | <b>27</b>                 | <b>177</b>           | <b>939</b>                           | <b>5,730</b>                   | <b>5,907</b>               |
| <b>2.0</b> | <b>Field Activity</b>              |                           |                      |                                      |                                |                            |
| 2.1        | No. of forms issued                | 158                       | 118                  | 927                                  | 7,953                          | 8,071                      |
| 2.2        | Filled up form received            | 13                        | 105                  | 670                                  | 6,408                          | 6,513                      |
| 2.3        | Verification completed             | 15                        | 192                  | 1,329                                | 5,205                          | 5,397                      |
| 2.4        | Pending for verification           | ---                       | ---                  | ---                                  | 1,033                          | 942                        |
| 2.5        | Rejected application               | 0                         | 3                    | 14                                   | 171                            | 174                        |
| 2.6        | No. of Hand loom covered           | 2,72,151                  | ---                  | 2,63,722                             | 8,38,764                       | 6,52,995 ①                 |
| <b>3.0</b> | <b>Label sold details</b>          |                           |                      |                                      |                                |                            |
| 3.1        | DF label sold                      | 9,399                     | 4,690                | 86,158                               | 7,31,266                       | 7,35,956                   |
| 3.2        | DM label sold                      | 1,28,920                  | 2,81,695             | 16,83,461                            | 93,19,144                      | 96,00,839                  |
| 3.3        | EF label sold                      | 486                       | 1,600                | 9,840                                | 2,16,596                       | 2,18,196                   |
| 3.4        | EM label sold                      | 2,200                     | 8,680                | 2,13,502                             | 29,04,742                      | 29,13,422                  |
| 3.5        | <b>Total label issued</b>          | <b>1,41,005</b>           | <b>2,96,665</b>      | <b>19,92,961</b>                     | <b>1,31,71,748</b>             | <b>1,34,68,413</b>         |
| 3.6        | Label used for promotional purpose | 0                         | 0                    | 54                                   | 767                            | 767                        |
| 3.7        | <b>Net label sold</b>              | <b>1,41,005</b>           | <b>2,96,665</b>      | <b>19,92,907</b>                     | <b>1,31,70,981*</b>            | <b>1,34,67,646*</b>        |
| <b>4.0</b> | <b>Income from Label Sold</b>      |                           |                      |                                      |                                |                            |
| 4.1        | @ Rs. 1.25/- (2,32,753)            | ---                       | ---                  | ---                                  | 2,90,941/-                     | 2,90,941/-                 |
| 4.2        | @ Rs. 0.85/- (9,39,569)            | ---                       | ---                  | ---                                  | 7,98,634/-                     | 7,98,634/-                 |
| 4.3        | @ Rs. 0.60/- (1,22,95,324)         | 84,603/-                  | 1,77,999/-           | 11,95,745/-                          | 71,99,196/-                    | 73,77,195/-                |
| 4.4        | <b>Total Label Sold Income</b>     | <b>84,603/-</b>           | <b>1,77,999/-</b>    | <b>11,95,745/-</b>                   | <b>82,88,771/-</b>             | <b>84,66,770/-</b>         |
| <b>5.0</b> | <b>Seminars Details</b>            |                           |                      |                                      |                                |                            |
| Sr. No.    | Particulars                        | Previous month (Sept '09) | This month (Oct '09) | Cumulative (For the 2009-'10)        |                                | Remarks                    |
|            |                                    |                           |                      | Previous month (Upto 30.09.09)       | This month (Upto 31.10.09)     |                            |
| (1)        | (2)                                | (3)                       | (4)                  | (5)                                  | (6=4+5)                        | (7)                        |
| 5.1        | Cluster level                      | 1                         | 0                    | 3                                    | 3                              |                            |
| 5.2        | State level                        | 0                         | 0                    | 0                                    | 0                              |                            |
| 5.3        | Training to state deptt.           | 0                         | 0                    | 0                                    | 0                              |                            |
| 5.4        | Awareness Workshops                | 1                         | 0                    | 12                                   | 12                             |                            |
| 5.5        | <b>Total programme held</b>        | <b>2</b>                  | <b>0</b>             | <b>15</b>                            | <b>15</b>                      | <b>②</b>                   |
| 6.0        | <b>Total No of participants</b>    | <b>380</b>                | <b>0</b>             | <b>1,859</b>                         | <b>1,859</b>                   |                            |

\* Net sale figure of labels after deducting number of labels issued for the promotional purpose.

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|------------|---|---------------------------|----------------------|---------------------------------|----------------------------|---------|
|            |   |                           |                      | Previous month (Upto 30.09.09)  | This month (Upto 31.10.09) |         |
| (1)        | (2)   | (3)                       | (4)                  | (5)                             | (6=4+5)                    | (7)     |
| 7.0        | <b>Participation in Fairs</b>                               |                           |                      |                                 |                            |         |
| 7.1        | Domestic  | 0                         | 0                    | 1                               | 1                          |         |
| 7.2        | International   | 0                         | 1                    | 0                               | 1                          |         |
| 7.3        | <b>Total</b>  | 0                         | 1                    | 1                               | 2                          |         |
| <b>8.0</b> | <b>No. of Retail Outlets Selling Handloom Mark Products</b> |                           |                      |                                 | <b>725</b>                 |         |

- ① Double entry of looms of Primary Co-operative societies, which supply to the Apex Handloom Societies and State Handloom Corporations, has been rectified.
- ② Informations of one cluster level seminar and one awareness workshop came late.