

**GOVERNMENT OF ODISHA**  
**DEPARTMENT OF HANDLOOMS, TEXTILES & HANDICRAFTS**

\*\*\*

No. II.TEX-96/2021/ 252 /HT&H, Bhubaneswar dated the 10/01/2022

From

**Smt. Sujata R. Karthikeyan, IAS**  
Commissioner-cum-Secretary  
Department of Mission Shakti ,

**Smt. Shubha Sarma, IAS**  
Commissioner-cum- Secretary,  
Handlooms Textile & Handicraft  
Department

To

**All Collectors.**

Sub: Guidelines for selection of SHGs for taking up different activities under Handlooms, Handicrafts & Sericulture sectors of Handlooms, Textiles & Handicrafts Department.

Madam/Sir,

Self-Help Groups under Mission Shakti today undertake a wide range of economic activities and generate substantial income, enabling financial stability and empowerment of lakhs of women in the State. Handlooms, Handicrafts & Sericulture sectors hold tremendous prospects for SHGs to take up different activities. In coordination with the Department of Mission Shakti, it is aimed to engage/ involve more SHGs over the next 3 Years under various schemes of the Handloom, Textiles & Handicrafts (HT&H) Department. The schemes to be rolled out for SHGs under HT&H Department are detailed at **Annexure-I**. The Number of SHGs targeted against each activity is indicative and notional and it is expected that more number of SHGs can be linked to these activities, basing on feasibility.

It is of utmost importance that the field functionaries of the Department of Mission Shakti should identify suitable SHGs for various activities and share their list with the district officials of Handloom, Textiles & Handicrafts Department i.e. Assistant Director of Textiles/ Deputy Director of Textiles, Assistant Director Handicrafts/ Handicraft Promotion Officer, Deputy Director, Sericulture/ Asst. Director Sericulture/ Production Officer, so that SHGs can be engaged/ involved in these projects.

Following criteria and process may be followed for selection of SHGs.

**2. Allocation of block-wise target**

At the district level, the district level officials of HT&H Department will allocate the block wise targets of activities of Handlooms, Handicrafts & Sericulture sector schemes in consultation with DSWO and number of SHGs to be involved considering the feasibility of implementation of projects in concerned blocks.

### 3. Process for selection of SHGs

- i. A Block level Committee under the Block Development Officer, with CDPO along with the concerned officials from HT&H Department shall undertake wide publicity and awareness among the SHGs on various schemes & its benefits. Mission Shakti field functionaries will create awareness among the SHGs in co-ordination with the field functionaries of Department of HT&H.
- ii. Among the activities enlisted in Annexure-I, some activities already have Government approved guidelines for selection of SHGs/ Members of SHGs/ individuals. Hence identification and selection of SHGs under these activities may be done as per scheme guideline.
- iii. Activities for which there is no existing Government approved guidelines for selection of SHGs/ Members of SHGs Expressions of Interest (EoI) for engagement of SHGs under the activities shall be invited by the DSWO basing on the block wise target & scheme details to be communicated by the district level officials of HT&H Department. Copy of EoI will also be communicated to the Assistant Director of Textiles/ Deputy Director of Textiles, Assistant Director Handicrafts/ Handicraft promotion Officer, Deputy Director, sericulture/ Asst. Director Sericulture/ Production Officer for their reference.
- iv. The EoI shall be published at the offices of the DSWO, CDPOs, BDOs, offices of HT&H Department, Anganwadi Centres and Block Level Federation office for a period of 15 days. The format for Expression of Interest for SHGs is enclosed here with as **Annexure-II**.

### 4. Block Level Selection Committee (BLSC):

The Block Level Selection Committee comprising of following officials to be formed to examine the Expressions of Interests (EoI) received from SHGs and select the eligible SHGs following the Selection Criteria of the scheme.

- i. Block Development Officer (BDO) -Chairperson
- ii. Child Development Project Officer (CDPO) -Convener
- iii. Nodal Officer of HT&H Department -Member
- iv. Block Project Coordinator & Block Project Manager, Mission Shakti -Members
- v. Block Level Federation Leader -Member
- vi. Any other member may be included as per the requirement of guideline of any specific programme.

### 5. Criteria for identification and selection of SHGs/ SHG Federations:

- SHGs for these proposed interventions include SHG Federations.
- SHG must have completed one year from the date of formation.



- SHG should belong to the same Block where they propose to take up the activity.
- SHG must have an active Bank account & must not be a loan defaulter.
- SHG must have undertaken regular meeting and systematic book keeping.
- SHGs that have undergone training at Weaver Co-operative Society / Block Level Cluster and any other training programmes as per ongoing schemes of Handlooms Textiles & Handicrafts Department on corresponding of Handlooms, Handicrafts & Sericulture activities will be given preference from among the applicant SHGs/ Federations.

If any scheme guideline requires the approval of SHGs shall be made at district level, then the selected SHG may be sent to the district level for approval.

Among the activities enlisted in Annexure-I, some have already Government approved guidelines for selection of SHGs/ Members of SHGs/ individuals. Hence identification and selection of SHGs under these activities may be done as per scheme guideline. The activities for which there is no existing guideline, new guideline may be framed at district level as per requirement and feasibility and send to government for approval. The new guideline shall be communicated by Handloom, Handicraft and Textile Department before starting of the activity by the SHGs.

#### **6. Block Level Inspection Teams:**

The Block Level Inspection Teams to be formed consisting of the following members to undertake joint verification of the proposed sites of the empanelled SHGs, wherever required, for setting up of the Sale centre/ Go Down/ Sericulture plantation etc.

#### **Team for Handloom sector Projects: -**

- |      |  |            |
|------|--|------------|
| i.   | ADT/DDT  | - Chairman |
| ii.  | BPC & BPM, Mission Shakti                                | -Members   |
| iii. | Concerned Weaving Supervisor /Inspector of Textiles      | -Member    |
| iv.  | Any other member as per the requirement of the activity. |            |

#### **Team for Handicraft Sector Projects: -**

- |      |  |            |
|------|--|------------|
| i.   | ADH/DDH  | - Chairman |
| ii.  | BPC & BPM, Mission Shakti                                | - Members  |
| iii. | Concerned Handicraft Promotion Officer.                  | -Member    |
| iv.  | Any other member as per the requirement of the activity. |            |

#### **Team for Sericulture sector Projects: -**

- |    |         |            |
|----|---------|------------|
| i. | ADS/DDS | - Chairman |
|----|---------|------------|

- ii. BPC & BPM, Mission Shakti - Members
- iii. Concerned Production Officer. -Member
- iv. Any other member as per the requirement of the activity

The Block Level Inspection Team shall inspect the proposed unit sites of selected SHGs and shall take geo tagged photographs at the time of joint inspection. The team shall submit a feasibility report of SHGs covered in order of priority along with photographs to the Convener, Block Level Selection Committee. The format of the report is annexed as **Annexure-III**.

The inspection team should complete the exercise within 7 days.

#### **7. Selection of SHGs by Block Level Selection Committee (BLSC):**

The Committee will scrutinize the EoI based on the Selection Criteria (Point No 5) and Block Level Inspection Committee Report. The Block Level Selection Committee empanel list of 3 numbers of SHGs against each of the activity. The Committee will also finalize the SHGs against each of the activity that does not require field inspection. This exercise shall be completed within 15 days from the last date of submission of EoI. The format of scrutiny and selection is annexed as **Annexure -IV**.

The Block Level Selection Committee shall examine the Field Inspection Report in order of priority and select suitable SHGs as per criteria. An authenticated empanelled list of SHGs shall be prepared by the BLSC in the format annexed as **Annexure-IV**.

#### **8. Execution of work:**

The Convener of the Committee –cum- CDPO shall share the empanelled list of selected SHGs with concerned field level officials of Handlooms, Textiles & Handicrafts Department. On receipt of the empanelled list of selected SHGs, concerned district level officials of Handlooms, Textiles & Handicrafts Department shall issue necessary official communication to DSWO/ CDPO for informing concerned SHGs to undertake the activities within 7 days. The official communication shall be issued as per the panel list. A consolidated report of such official communication shall also be communicated to the DSWO & PD, DRDA of the district for information and review of progress.

After issue of the official communication concerned SHG will take up the concerned activities as the case may be under direct supervision and guidance of the concerned field level officials of Handlooms, Textiles & Handicrafts Department.

#### **9. Training and Capacity Building:**

Concerned field level officials of Handlooms, Textiles & Handicrafts Department shall organize the training program for the selected SHGs in coordination with Mission Shakti officials after issue of intimation and before taking up the activity.



## 10. Completion of activity:

i. On completion of such activities, wherever required concerned field level officials of Handlooms, Textiles & Handicrafts Department and representative from Mission Shakti Department (field level) shall inspect the activities and will submit a report about the activities enclosing the photographs to the concerned authority of the Department (Block level/District level) for settlement of claims if any and documentation. Whenever an activity required inspection by district level officials as per guideline, district level officials of HT&H Department along with district level officials of other Department as per requirement shall inspect the activity and submit required report concerned authority. The format of the report may be either as per format at **Annexure-V** or as per the prescribed format of the guideline of the activity.

ii. The activities for which field inspection is not required as per the guideline of the activity, such activity shall be visited by concerned field level officials of HT&H Department and a report of the activity enclosing the photograph shall be submitted to the concerned authority of the Department (Block level/District level) for settlement of claims if any and documentation. The format of the report may be either as per format at **Annexure-V** or as per the prescribed format of the guideline of the activity.

iii. In all cases the assistance towards different activities shall be released within 15 days by respective authorities through SHG bank account following scheme guidelines.

## 11. MIS & Documentation:

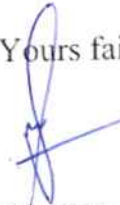
MIS & documentation of activities taken up under this convergence programme shall be made by concerned field level officials of Handlooms, Textiles & Handicrafts Department as per the instruction of the Department.

It is requested that the matter regarding the selection of suitable SHGs, issue of intimation/ Go-ahead letters to the SHGs, release of assistance may be periodically reviewed with **PD, DRDA, DSWO**, Assistant Director of Textiles/ Deputy Director of Textiles, Assistant Director Handicrafts, Deputy Director, Sericulture/ Asst. Director Sericulture.



**Commissioner-cum-Secretary,  
Department of Mission Shakti**

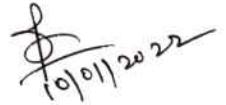
Yours faithfully,



**Commissioner-cum- Secretary,  
Handlooms Textile & Handicraft  
Department**

Memo No. 253 /HT&H, Bhubaneswar dated the

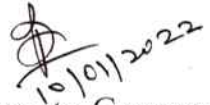
Copy forwarded to the PS to Commissioner-cum-Secretary, Mission Shakti Department/ Sr. PS to Commissioner-cum-Secretary to Government, HT&H Department for kind information of to Commissioner-cum-Secretary, Mission Shakti Department & Commissioner-cum-Secretary, Handlooms Textile & Handicraft Department.

  
10/01/2022

Under Secretary to Government

Memo No. 254 /HT&H, Bhubaneswar dated the 10/01/2022

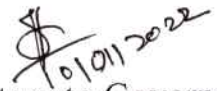
Copy forwarded to the Sr. PS to Special Secretary to Government for kind information of Special Secretary to Government, Handlooms, Textiles and Handicrafts Department.

  
10/01/2022

Under Secretary to Government

Memo No. 255 /HT&H, Bhubaneswar dated the 10/01/2022

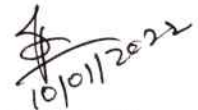
Copy along copy of the enclosure forwarded to the Director of Textiles/ Director of Handicrafts/ Additional Director of Sericulture for kind information and necessary action. It is requested to circulate the guideline with the filed functionaries for their information and necessary action.

  
10/01/2022

Under Secretary to Government

Memo No. 256 /HT&H, Bhubaneswar dated the 10/01/2022

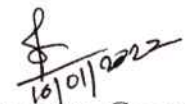
Copy along copy of the enclosure forwarded to the Project Director, DRDA of all Districts for information and necessary action.

  
10/01/2022

Under Secretary to Government

Memo No. 257 /HT&H, Bhubaneswar dated the 10/01/2022

Copy along copy of the enclosure forwarded to all District Social Welfare Officers for information and necessary action.

  
10/01/2022

Under Secretary to Government

Annexure-I

Activities to be rolled out for SHGs by Handlooms Textiles & Handicrafts Department

1. Handloom Sector

Sl No.	Activity	2021-22				2022-23				2023-24			
		SHGs	Outlay (Rs. in Cr)	Turnover (Rs. in Cr)	Income/Commission (Rs. in Cr)	SHGs	Outlay (Rs. in Cr)	Turnover (Rs. in Cr)	Income/Commission (Rs. in Cr)	SHGs	Outlay (Rs. in Cr)	Turnover (Rs. in Cr)	Income/Commission (Rs. in Cr)
1	Formation of new Women Handloom SHGs	20 (200 members)	0.02	-	-	40 (400 members)	0.04	-	-	50 (500 members)	0.05	-	-
2	Exposure Visit	10 (40 members)	0.02	-	-	20 (80 members)	0.04	-	-	30 (100 members)	0.05	-	-
3	Skill up gradation training	6 (60 members)	0.16	-	-	12 (120 members)	0.33	-	-	15 (180 members)	0.50	-	-
4	Technological Intervention (supply of sophisticated equipment)	400 members	0.23	-	-	800 members	0.46	-	-	800 members	0.46	-	-
5	Credit Linkage (providing working capital)	90 members	0.08	-	-	130 members	0.10	-	-	170 members	0.13	-	-
6	Design development & product diversification	50 members	0.03	-	-	100 members	0.05	-	-	150 members	0.08	-	-
7	Marketing activities	60 members	0.03	3.22	0.64	120 members	0.06	7.92	1.57	180 members	0.18	12.23	2.57



8	Organizing exclusive exhibitions for women SHGs	20	0.05	-	-	40	0.10	-	-	60	0.15	
<b>2.Handicraft Sector</b>												
1	Capacity Building (Crafts Village Programme)	94 SHGs	2.50	-	-	110 SHGs	3.00	-	-	125 SHGs	3.50	-
2	Participation in District Level & State Level Exhibitions (SHG Mode)	120 SHGs	0.26	1.30	0.26	130 SHGs	0.28	1.40	0.28	140 SHGs	0.30	0.30
3	Participation in District Level & State Level Exhibitions (Individual Mode)	500 members	2.36	11.80	2.36	600 members	2.83	14.16	2.83	700 members	3.30	3.30
4	Marketing through Utkalika (SHG Mode)	2 SHGs	-	0.02	0.004	5 SHGs	-	0.05	0.01	10 SHGs	-	0.10
5	Marketing through Utkalika (Individual Mode)	15 members	-	0.30	0.06	20 members	-	0.50	0.10	30 members	-	1.00
6	Capacity Building (MCM training Programme)	1500 members	3.75	-	-	1800 members	4.50	-	-	2100 members	5.25	-



7	Capacity Building (Institutional training Programme)	160 members	0.60	-	-	160 members	0.60	-	-	160 members	0.60		
8	Financial Assistance under Silpi Unnati Yojana for setting up of enterprises	500 members	0.42	-	-	600 members	0.50	-	-	700 members	0.58		
9	Implementation of IEC activities through WSHGs	45 SHGs	0.20	0.20	0.02	60 SHGs	0.27	0.27	0.03	75 SHGs	0.34	0.03	
10	Production & Sales of Handicraft items by SHGs	1125	-	18.00	3.60	1175	-	20.00	4.00	1225	-	25.00	5.00

### 3. Sericulture Sector

1.	Tassar farming & Silkworm Rearing	103 (2416 members)	-	1.27	0.79	103 (2416 members)	-	-	1.68	0.98	103 (2416 members)	-	1.72	1.02
2.	Value addition through reeling and spinning (Silk yarn production)	36(395 members)	-	0.08	0.02	36(395 members)	-	-	0.14	0.04	36(395 members)	-	0.15	0.04

Office of the DSWO

**Model Advertisement for inviting Expression of Interest for Handlooms,  
Handicrafts & Sericulture sector Scheme titled '.....'**

No.

Date: \_\_\_\_\_

Interest SHGs/SHG Federations having willingness and aptitude for the scheme titled..... are invited to submit their proposal before the concerned CDPO in the mentioned below format within 15(fifteen) days of this advertisement i.e., by .....

Signature of the DSWO

Date:

Enclosure: -SHG Selection Criteria and guideline of the scheme.

NB: The applicant SHG can get the detailed information on the scheme from the concerned Assistant Director of Textiles/ Deputy Director of Textiles, Assistant Director Handicrafts/ Handicraft promotion Officer, Deputy Director, sericulture/ Asst. Director Sericulture/ Production Officer.

## Format

Notice for the taking up the activity \_\_\_\_\_

1. Name of the SHG : \_\_\_\_\_
2. SHG Address: -Village....., Post Office.....

GP.....Block.....

District.....PIN.....

ICDS Project.....

3. Year of Formation:
4. Present livelihood activities undertaking: -
5. Name of the Village where the activity will be taken up:
6. Whether the SHG has undergone training at Weaver Co-operative Society / Block Level Cluster and any other training programmes as per ongoing schemes of Handlooms Textiles & Handicrafts Department on corresponding of Handlooms, Handicrafts & Sericulture activities: - (Yes/No)

If Yes, please mention the details:

7. Bank and Branch Name:.....
8. Funds available in the Savings Bank Account:.....
  - a. Regular Saving(Yes/No):
  - b. Amount of savings(in Rs) :
  - c. Whether Loan taken (Yes/No),if yes, mention the number of times loan availed:
  - d. Mode of loan repayment (Regular/irregular):
  - e. Meeting Register maintained(Yes/No):
  - f. Cash Book maintained(Yes/No):
9. Contact No:.....
10. Resolution of the SHG to take up the activity is enclosed(Yes/No):

Name & Signature of the Authorized Person of the SHG

Date :

### Acknowledgement

Received the Expression of Interest from.....SHG, Village.....'on date  
.....for the scheme titled '.....'

Signature of the CDPO/Authorized Signatory



**Annexure- III**

**Feasibility Report by Block Level Inspection Team**

We do hereby certify that the following SHGs proposed for execution of ..... Programme have been visited by us and found that the information mentioned by the SHG in their application form is found to be correct.

<i>Sl.</i>	<i>Name of the SHG</i>	<i>Address/Location of the unit</i>	<i>Bank finance/Self finance/other sources</i>	<i>Feasible, in order of priority/Not feasible</i>

WS/HPO/PO

BPC, Mission Shakti

DDT/ADT/ADH/DDH/DDS/ADS

BPM, Mission Shakti

**Annexure-IV**

Recommendation of Block Level Selection Committee on SHGs/SHG Federations for the Scheme titled '.....'														
Name of the SHG	Name of the Block	Name of the GP	Name of the Village	Date of formation	Bank Name	Branch Name	Bank Account Number	Amount of Savings in Rs.	Whether loan taken (Yes/No)	Mode of loan repayment (Regular/irregular)	Maintaining meeting Register (Yes/No)	Cash Book Maintained (Yes/No)	Whether the SHG has undergone training at Weaver Co-operative Society / Block Level Cluster and any other training programmes as per ongoing schemes of Handlooms Textiles & Handicrafts Department on corresponding of Handlooms, Handicrafts & Sericulture activities (yes/No)	Selected / Empanelled where filed inspection is required
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

Block Project Coordinator      Child Development Project Officer      Block Project Manager      Asst. Director, Textile/ Deputy Director Textile/ Asst. Director, Handicrafts/ Handicraft Promotion Officer/ Deputy Director, Sericulture/Asst. Director, Sericulture      Block Development Officer

## Annexure-V

### **Inspection Report for release of assistance or for documentation purpose**

1. Name of the SHG with address:
2. Name of the Block:
3. Type of Activity taken:
4. Area of Activity:
5. Whether the activity is taken up as per scheme specification:
6. Details of the activity taken up (attach the report with photographs):
7. Eligible amount of assistance:

Certified that the above particulars were collected at the site where the activity has been taken up by SHG during verification. Photographs of the activity has been taken and enclosed for reference. The required assistance may be released.

**Signature of members  
of SHG**

**Signature of Officials of HT & H  
department**

*(Asst. Director, Textile/Deputy Director, Textile /  
Asst. Director, Handicrafts  
/ Handicraft Promotion  
Officer / Deputy Director,  
Sericulture /Asst.  
Director, Sericulture)*

**Signature of representative of  
Mission Shakti Department**

**Signature of representative of  
any other Department as per  
requirement of activity**