



Government of Assam

Directorate of Handloom & Textiles, Assam



Guidelines SWANIRBHAR NAARI

(swanirbharnaari.assam.gov.in)



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Chief Minister of Assam



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Minister, Handloom Textiles & Sericulture, Assam

One Step Towards Women Empowerment





Guidelines for procurement of Gamocha, Aronai and Dumer etc. under State Flagship Scheme "SWANIRBHAR NAARI" as per the budget announcement 2021-22.

1. BACKGROUND

In light of the discussion of Assam Cabinet Meeting held on 07.07. 2021 and subsequent budget announcement, the Directorate of Handloom & Textiles, Assam proposed to procure Traditional Hand-woven items directly from the indigenous weavers without involving any middlemen through the Assam Apex Weavers and Artisans Cooperative Federation Ltd. (ARTFED) and Assam Government Marketing Co-operation (AGMC) Limited under State Flagship Scheme "Swanirbhar Naari". The procured items will be sold through showrooms of ARTFED and AGMC Limited in and outside of the State including existing e-marketing platforms. The weavers will be imparted quality training to upgrade their skills in Handloom Training Centres and Institutes. Majority of the weavers use traditional machinery. It is proposed to integrate modern technology to improve the pattern, quality and productivity. The weavers will be encouraged and assisted to acquire various certifications.

2. METHODOLOGY :

For smooth implementation of the state flagship scheme "SWANIRBHAR NAARI", the following procedures will be followed-

3. GENERAL

- 3.1 It will be ensured that procurement of the Traditional Hand-woven items is done directly from weavers through a dedicated online portal (swanirbharnaari.assam.gov.in) and no middlemen would be allowed under the scheme.
- 3.2 The Director of Handloom & Textiles, Assam will have the administrative control over the entire procurement process. The Assam Apex Weavers and Artisans Cooperative Federation Ltd. (ARTFED) and Assam Government Marketing Co-operation (AGMC) will provide sufficient manpower to assist the Director Handloom Textile, Assam for procurement process.
- 3.3 To comply with the provisions of the Assam Public Procurement Act, 2017, "Swanirbhar Naari" scheme will be notified by the competent authority as a scheme meant for promotion of domestic industry for welfare of weavers under section 6(2) of the Act.

4. REGISTRATION

- 4.1 Beneficiary weavers to be registered through a specially developed "Swanirbhar Naari" (swanirbharnaari.assam.gov.in) portal. Any weaver producing the benchmarked items is to apply in the portal. The registration of the weavers will be accepted subject to physical field verification of the weavers by the Departmental officials. Registration would be mapped with the AADHAAR number of the weavers.
- 4.2 As approved by the competent authority "Swanirbhar Naari" (swanirbharnaari.assam.gov.in) portal has already been developed by the Assam Food and Civil Supplies Corporation Limited (AFCSCCL) for the scheme.

- 4.3 The weavers will be registered under “Swanirbhar Naari” (swanirbharnaari.assam.gov.in) portal with required documents as stated in 7.1 to 7.4.

5. ELIGIBILITY CRITERIA

- 5.1 The weaver must be a resident of Assam having at least one handloom in the household.
- 5.2 The weaver must have a valid Bank Account with Core Banking Solution (CBS).
- 5.3 The weaver having a valid yarn passbook issued by the Directorate of Handloom & Textiles, Assam, if available.
- 5.4 In addition to above indigenous weavers, all intended weavers are also allowed to register themselves in the Portal subject to be verified physically by concerned Inspectors of Handloom and Textile, Assam under Directorate of Handloom & Textiles, Assam.

6. BENCHMARKING OF PRODUCTS:

To fix the rate of the traditional hand-woven products to be procured, quality benchmarks based on size, quality etc. will be defined by an expert committee constituted by the Govt. time to time. (Annexure-B)

7. FUND:

- 7.1 The fund sanctioned and released by the Government of Assam and any other receipt & income relating to the scheme will be deposited in a dedicated bank accounts which will be operated in a nationalized Bank under joint signatures of Director, Handloom & Textiles and Managing Director, AGMC Ltd.
- 7.2 Bank account will be operated in a Bank with Core Banking Solution (CBS) through which payments will be made to the weavers through digital mode.

- 7.3 The bank account will be jointly operated by the Director Handloom & Textiles, Assam and the Managing Director, AGMC Ltd.
- 7.4 The interest amount, if any, accrued against the fund will be deposited in the Govt. exchequer on six monthly basis by the Director, Handloom Textiles, Assam.
- 7.5 A separate ledger, cash book and other books of accounts as per existing procedure to be maintained by the Director, Handloom & Textiles, Assam for the scheme.
- 7.6 The Books of accounts of the scheme will be audited by the statutory authorities from time to time.

8. PAYMENTS :

Payment will be made online to the weavers within four (4) days of procurement of their products.

9. PACKAGING :

To ensure a durable and safe storage of the procured materials, products will be packed in a bunch of 20 pieces in an airtight LDPE bag. Silica Gel Moisture absorbent sachets/Naphthalene balls will be used inside the package for prolonged moisture free storage. Such 25 packets will be packed in a large packet with proper labelling and strapping.

10. MONITORING :

A Project Management Unit headed by Director, Handloom Textile, Assam with the following members will be monitored the scheme on day-to-day basis on progress of the procurement, sales and release payment to the beneficiaries etc.

- (i) Director of Sericulture, Assam

- (ii) MD, ARTFED
- (iii) MD, AGMC
- (iv) Joint Director, DHT, Assam
- (v) Finance & Accounts Officer, O/o DHT, Assam

11. The following contractual officials will be engaged by the Director, Handloom Textile, Assam for record keeping, follow up with ARTFED/AGMC etc., purely on contractual basis for implementation period of the Scheme.

- (i) Accounts Manager -1 (E.Q. : MBA with Finance)
- (ii) MIS Manager -1 (E.Q. : B.Tech/BE(IT or computer))
- (iii) Account Assistant -2 (E.Q. : B.Com with tally)

12. PROCUREMENTS:

12.1 Maximum up to 100 numbers of benchmarked products will be procured directly from each eligible registered weaver.

12.2 As per the registration details and on the basis of the weavers' concentration, district wise procurement centres will be set up. Development Block having sufficient weaver concentration will be selected for setting up of procurement centres.

12.3 The identified centres will run initially for 15 days in the first phase and the nos. of days may be increased maximum up to 30 days based on availability of products to be procured from the indigenous weavers. In each procurement centre, one procurement committee headed by a centre in charge will be constituted with the following members.

- Officials, not below the rank of Inspector, from the Directorate of Handloom & Textiles, Assam.
- Local Official from ARTFED/AGMC Ltd.
- Representative from Directorate of Sericulture from technical wings.

- Representative under the Department of Industries and Commerce, Assam.
- 12.4 The procurement Committee will be assisted through handholding support by the portal developer team of AFCSCL for technical and operational support regarding data entry, portal operation etc.
 - 12.5 The team will examine the products as per the predefined benchmark and will fix the price.
 - 12.6 For every purchase a system generated receipt will be issued containing purchase details, amount payable as well as Bank Account details of the weavers (Annexure-A).
 - 12.7 The Purchase Committee will upload the purchase details and weaver's details in the Portal at the time of procurement.
 - 12.8 A system generated barcode based on purchase details will be printed and pasted on the products. The barcode will be further linked to retailer's software for inventory management purposes. This will facilitate the tracking of the products from production to sell.
 - 12.9 The team will also ensure the proper storage and packaging of the procured products.

13. PUBLICITY:

- 13.1 Adequate advertisement will be done to disseminate the information about the scheme through Janasanyog and other media platforms.
- 13.2 Audio-visual appeal by Hon'ble CM and Hon'ble Minister HTS will be published through Digital media by DIPR.

14. POST PROCUREMENT :

- 14.1 Based on the sales performance of the showroom of the ARTFED/AGMC, the purchased materials will be distributed for sale.

- 14.2 The products procured under the scheme will be sold through well performing branches of ARTFED (Jagaran)/ AGMC (Pragjyotika) within and outside the State.
- 14.3 Administrative expenses up to 10% of the total project cost may be incurred for development of Portal, setting up procurement centres, packaging, transportation, storing and contingencies etc.
- 14.4 In addition to the in-house manpower, service providers will be hired through a competitive bidding process to provide support for data entry, printing and pasting of barcode, packaging, transportation etc. The expenditure will be made from the 10% administrative charge. The Assistant Director /Superintendent Handloom Textiles will be provided with a lump sum contingency amount @Rs. 10,000/- against each procurement Centres to set up the required procurement centres under the districts.
- 14.5 The ARTFED/ AGMC Ltd. will sell the procured products charging a profit margin @10% on the procured cost + applicable GST.
- 14.6 The cost price of the materials will be returned and deposited to the notified Bank account of the scheme by the ARTFED and AGMC Limited after selling the hand woven procured items.
- 14.7 The Director of Handloom & Textiles, Assam will look after the physical & financial progress on a day-to-day basis through the SWANIRBHAR NAARI portal.

Sd/- Sri Dilip Kumar Borah, IAS
Secretary to the Govt. of Assam
Handloom & Textiles & Sericulture
Department

Format for Procurement Receipt

Govt. of Assam.

O/o the Assistant Director/ Supdt. Handloom & Textiles.....

Name of the Procurement Centre:

RECEIPT

No.....

Date.....

Receivednos of itemsunder benchmark
..... benchmark details.....

from Sri/Smti

S/O, D/O, W/O.....

a resident of village/Town

P.O: P.S.

DistrictAadhar No.....

Pin having Bank Account No

in Branch of Bank.

The payable amount to him/her is Rs,
which will be transferred online to his/her bank account mentioned
above.

In-Charge

Procurement Centre

Annexure-B

BENCHMARKING DETAILS for the FY 2022-2023

Benchmarking and Fixation of rates of various ethnic Gamocha type products produced by indigenous handloom weavers of Assam for implementation of Flagship Programme “Swarirbhar Naari 2021-22” by the Directorate of Handloom & Textiles, Assam.

Sl No	TYPE	Benchmark	Particulars of the Product				Procurement Rate
			Yarn used	Size	Weight	Design	
1	2	3	4	5	6	7	8
1	FULAM GAMOCHA	MS/MS-A	Yarn Warp 2/80s - 2/60s Mercerized, Weft 2/80s- 2/60s Mercerized	60°X24" (±1)	100 to 115 gm	One side Floral Motif (extra weft) of size 4"	175.00
2		MS/MS-B	Yarn Warp 2/80s -2/60s Mercerized, Weft 2/80s- 2/60s Mercerized	60°X24" (±1)	100 to 115 gm.	Both side Floral Motif (extra weft) of size 7"(±1)	260.00
3		MS/MS-C	Yarn Warp 2/80s -2/60s Mercerized, Weft 2/80s- 2/60s Mercerized	65°X25" (±1)	100 to 125 gm.	Both side Floral Motif (extra weft) of size 7" (±1) with all over Buta	320.00
4		MS/BL-A	Yarn Warp 2/80s -2/60s Mercerized, Weft 40s- 32s Bleached	60°X24" (±1)	100 to 115 gm.	One side Floral Motif (extra weft) of size 4"	150.00
5		MS/BL-B	Yarn Warp 2/80s -2/60s Mercerized, Weft 40s-32s Bleached	60°X24" (±1)	100 to 115 gm.	Both side Floral Motif (extra weft) of size 7"(±1)	180.00
6		MS/BL-C	Yarn Warp 2/80s -2/60s Mercerized, Weft 40s- 32s Bleached	65°X25" (±1)	100 to 125 gm	Both side Floral Motif (extra weft) of size 7"(±1) with all over Buta	335.00

7	SILK GAMOCHA	SILK-G	Yarn Warp 16/18 denier (2 ply) Mulberry Silk Weft 13/15 denier (3 ply) Mulberry Silk	60"X24" (±1)	90 to 100 gm.	Both side Floral Motif (extra weft) of size 7"(±1)	1095.00
8		SILK-G-BUTA	Yarn Warp 16/18 denier (2 ply) Mulberry Silk Weft 13/15 denier (3 ply) Mulberry Silk	70"X25" (±1)	95 to 105 gm.	Both side Floral Motif (extra weft) of size 7"(±1) with all over Buta	1325.00
9		TASAR-G	Yarn Warp and Weft 66/ 77 denier Tasar Silk, Weft	60"X24" (±1)	90 to 100 gm.	Both side Floral Motif (extra weft) of size 7"(±1) with all over Buta	1495.00
10		TASAR-G- BUTA	Yarn Warp and Weft 66/ 77 denier Tasar Silk, Weft	70"X25" (±1)	95 to 105 gm.	Both side Floral Motif (extra weft) of size 7"(±1) with all over Buta	1840.00
11	ARONAI	ARONAI-ACRYLIC	Acrylic	75"X10" (±2)	80 to 100 gm	Extra warp and extra weft floral motif all over the body	260.00
12		ARONAI-COTTON	Cotton	75"X12" (±2)	100 to 120 gm	Extra warp and extra weft floral motif all over the body	320.00
13		ARONAI-POLYESTER	Polyester	75"X12" (±2)	100 to 120 gm	Extra warp and extra weft floral motif all over the body	230.00

14	KARBI – POHO	KARBI-POHO (SYNTHETIC)	Polyester/Acrylic (Synthetic)	62"X10" (±1)	90 to 100 gm	Both side extra weft floral design of side 6" (±2)	260.00
15		KARBI-POHO (COTTON)	Cotton (Loin Loom)	62"X10" (±1)	90 to 100 gm	Both side extra weft floral design of side 6" (±2)	405.00
16	MANIPURI KHUDEI ANGABASTRA	MANIPURI ANGABASTRA	Mercerized/ Mercerized	64"X24" (±1)	90 to 100 gm	Plain design 7 colour	150.00
17	RABHA PAZAR	PAZAR -1	Polyester/Acrylic (Synthetic)	60"X15" (±2)	90 to 100 gm	Extra warp motif	240.00
18		PAZAR -2	Polyester/Acrylic (Synthetic)	64"X15" (±1)	90 to 100 gm	Extra weft motif	630.00
19		PAZAR -3	Polyester/Acrylic (Synthetic)	70"X12" (±1)	100 to 110 gm	Extra warp and weft motif	895.00
20	DIMASHA RISA BASA	RISA	Synthetic	60"X18" (±1)	90 to 110 gm	Both side extra warp and weft motif	320.00
21		RISA	Cotton	60"X18" (±1)	120 to 140 gm	Both side extra warp and weft motif	390.00
22	MISING DUMER & E'RKOG	MISING-D (DUMER)	Cotton	57"X24" (±2)	90 to 110 gm	With extra weft both side motif	210.00
23		MISING E'RKOG-M (MUFFLER)	Acrylic/Wool	80"X12" (±2)	100 to 120 gm	Red colour with strips	265.00
24	KOCH RAJBONGS-HI GAMOCHA	KR-G	Mercerized/ Mercerized	57"X24" (±2)	90 to 120 gm	Yellow colour, green border and green colour motif	210.00

25	TIWA FALI	TIWA FALI	Mercerized/ Mercerized	57"X24" (±2)	90 to 120 gm	Orange colour with multi colour motif	245.00
26	GENERAL GAMOCHA / TIANI	GEN-G-A	Double yarn /double yarn	70"X30" (±2)	200 to 220 gm	Plain /Check Gamocho	255.00
27		GEN-G-B	Double yarn /single yarn (White)	70"X30" (±2)	180 to 200 gm	Plain /Check Gamocho	245.00
28		GEN-G-B (CL)	Double yarn /single yarn (colour)	70"X30" (±2)	180 to 200 gm	Plain /Check Gamocho	265.00
29		GEN-G-C	Single yarn /single yarn	70"X30" (±2)	170 to 190 gm	Plain /Check Gamocho	230.00
30	DEURI GAMOCHA	DG-WHITE	Yarn Warp 2/80s - 2/60s Mercerized, Weft 2/80s- 2/60s Mercerized	54"X22" (±2)	100 to 110 gm	One side Floral Motif (extra weft) of size 3" to 5"	175.00
31		DG-COLOUR	Yarn Warp 2/80s - 2/60s Mercerized, Weft 2/80s- 2/60s Mercerized	54"X22" (±2)	100 to 110 gm	Without any Floral Motif	175.00





“My Handloom My Pride”

For details about the scheme, may contact with Office of the
Asstt. Director, H&T & Supdt., H&T in the District & Sub-Division.

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