



Manual of Catalytic Development Program

**Support Service Sector**





## CHAPTER V SUPPORT SERVICE SECTOR

### Introduction

The components proposed under this sector are applicable to all the three sectors viz., mulberry, *Vanya* and post-cocoon sectors of the sericulture industry to supplement the efforts for successful implementation of the CDP. Hence, these components are grouped under Support Services, as detailed below:

#### 1. Crop insurance support (for all sectors)

##### a) Brief description:

Indian sericulture beneficiaries are facing the losses in silkworm crops during practice of sericulture up to 30% due to climatic vagaries reflecting into decrease of raw silk production. It is necessary to secure the silkworm crops and in turn, the raw silk production under the umbrella of an insurance cover to enable them to get compensated for the losses. Considering the immediate needs of beneficiaries of the government and NGO, the component of crop insurance support has become an important part of developmental programs for all sectors of sericulture in different sericulture practicing states.

The component has been successfully implemented through X and XI Plan periods and tried to reach to the crop security of the grassroot level beneficiaries of all sectors with more concentration in tasar sector and proved as the best supportive ingredient to help securing the silkworm crops of the beneficiaries of different sericulture states through the IRDA accredited general insurance companies. It is applicable to Univoltine, Bivoltine and Multivoltine, Pure or Hybrids of all silkworm types (mulberry, tasar, oak tasar, eri and muga).

With the advent of its progress and as per the requests of DOSs, it is proposed to extend the support to the beneficiaries during XII Plan under different activities of sericulture including silkworm rearing, silkworm egg production, reeling, twisting, weaving, spinning, dyeing and printing along with the safety of rearing and grainage houses, reeling and weaving sheds and equipment and the like. Further, due to increase in input cost, the sum assured has been enhanced to facilitate the beneficiaries ensuring fulfillment of loss claims.

##### b) Technical guidelines:

The technical guidelines for considering the support for insurance cover are:

- Crop insurance support shall be applicable to all sericulture sectors and categories of beneficiaries.

- Beneficiaries identified covered under different pre and post-cocoon components of sericulture shall be covered under insurance cover.
- A memorandum of understanding (MOU) shall be executed by insurance company, DOS and the beneficiary.
- The insurance cover shall be extended to all the beneficiaries who undertake silkworm rearing of 100 dfls or more as deemed fit as per the MOU.
- Disease free layings (dfls) procured from government and licensed seed producers shall only be covered.
- The policy period shall be for one year. The policy issued by the insurance company shall cover the entire quantum of dfls (all silkworm crops) reared by the beneficiary(ies) during the entire year. The premium shall be paid for one year by the farmer or organization or department as per the declaration of DOS.
- The insurance support shall start from the date and time of supply of dfls and cease with the marketing of cocoons.
- A technical committee consisting of subject experts from CSB, DOS and the insurance company shall be constituted for all purposes of scrutiny and verification.
- The beneficiary shall allow the members of the technical committee for inspection of the pre and post-cocoon activities as and when desired.
- The details of rearing shall have to be recorded on the rearing card/log sheet/ passbook and be kept ready for inspection of technical committee.
- The beneficiary shall preserve all the cash memos, documents pertaining to purchase of dfls, chawki worms and marketing of cocoons etc., for inspection of technical committee.
- In case of total loss prior to cocoon stage, the insured shall submit the claim form duly filled in and authenticated by the concerned legitimate officer.
- In case of partial loss at fifth or cocoon stage, the insured shall submit the claim form along with the market document (for the sale of produce) enclosed to indicate the sum realized by him from the crop towards the cost of cocoons.
- The premium, as per the sharing pattern for general and special status states shall be released by CSB to DOS after receipt of MOU, copies of master policy, copies of premium paid receipts and the beneficiary/dfl distribution list from the concerned DOS. The sharing pattern in crop insurance support is 50:25:25 for general status states and 80:10:10 for special status states.

The unit costs of the component are indicated in the Unit Cost book. The details of insurance cover for different components of CDP of XII Plan are proposed as under:

### Proposed premium rates for silkworm crop insurance coverage for XII Plan

Sl. No	Particulars	Sum Assured (Rs.)	Rate of Premium proposed not more than (%)	Premium (Rs.)	ST @ 12.36% (Rs.)	Total Premium (Rs.)	Total Premium (Rounded off value) (Rs.)
<b>1</b>	<b>Silkworm crops (for 100 dfls)</b>						
a	Mulberry-Multivoltine (Pure/hybrid)	6,000	5	300	37.08	337.08	335
	Mulberry-Bivoltine (Pure/hybrid)	7,000	5	350	43.26	393.26	390
b	Tasar / Oak Tasar: I crop	2,900	7	203	25.09	228.09	230
	II crop	3,200	7	224	27.69	251.69	250
	III crop	3,500	7	245	30.28	275.28	275
c	Muga	3,050	7	214	26.45	240.45	240
d	Eri	2,770	5	139	17.18	156.18	155

Sl. No	Particulars	Sum Assured (Rs.)	Rate of Premium proposed not more than (%)	Premium (Rs.)	ST @ 12.36% (Rs.)	Total premium (Rs.)	Total premium (Rounded off value) (Rs.)
<b>2</b>	<b>Rearing house</b>						
a	Mulberry- 250 dfls/batch	2,75,000	0.5	1375	169.95	1,544.95	1,545
	150 dfls/batch	1,75,000	0.5	875	108.15	983.15	980
	50 dfls/batch	90,000	0.5	450	55.62	505.62	500
	150 dfls/batch	30,000	0.5	150	18.54	168.54	165
b	Eri - 100 dfls/batch	1,00,000	0.5	500	61.80	561.80	560
<b>3</b>	<b>Grainage house</b>						
a	Tasar private graineur (5000 dfls)	1,25,000	0.5	625	77.25	702.25	700
b	Eri private graineur (5000 dfls)	1,00,000	0.5	500	61.80	561.80	560
c	Muga private graineur (5000 dfls)	1,00,000	0.5	500	61.80	561.80	560
<b>4</b>	<b>Rearing equipment</b>						
a	Mulberry	70,000	0.5	350	43.26	393.26	385
		50,000	0.5	250	30.90	280.90	280
		40,000	0.5	200	24.72	224.72	220
b	Tasar	6,500	0.5	33	4.07	37.07	40
c	Muga	10,000	0.5	50	6.18	56.18	55
d	Eri	10,000	0.5	50	6.18	56.18	55
<b>4</b>	<b>Grainage equipment</b>						
a	Mulberry- 5000 dfls	2,00,000	0.5	1000	123.60	1,123.60	1,120
b	Tasar- 5000 dfls	45,000	0.5	225	27.81	252.81	250
c	Muga- 5000 dfls	47,000	0.5	235	29.05	264.05	260
d	Eri- 5000 dfls	77,000	0.5	385	47.59	432.59	430
<b>5</b>	<b>Cocoon storage</b>						
a	Cocoon storage shed (500 kg)	3,60,000	0.5	1800	222.48	2,022.48	2,020
b	Cocoon storage equipment	2,00,000	0.5	1000	123.60	1,123.60	1120
<b>6</b>	<b>Reeling shed</b>						
a	Reeling shed (10 basin) 1200 sq ft	7,20,000	0.5	3600	444.96	4,044.96	4,045
b	Reeling shed (10 basin) 800 sq ft	4,80,000	0.5	2400	296.64	2,696.64	2,695
<b>7</b>	<b>Reeling machinery</b>						
a	Reeling machinery -10 basins	10,00,000	1.00	10000	1236.00	11,236.00	11,235
b	Reeling machinery - 6 basins	2,50,000	1.00	2500	309.00	2,809.00	2,810
<b>8</b>	<b>Spinning</b>						
a	Spinning shed (4 machines)	1,00,000	0.50	500	61.80	561.80	560
b	Spinning machines	24,000	0.50	120	14.83	134.83	135
<b>9</b>	<b>Weaving sheds</b>						
a	Shed for 6 looms 1200 sq ft	7,20,000	0.50	3600	444.96	4,044.96	4,045
b	Shed for 4 looms 800 sq ft	4,80,000	0.50	2400	296.64	2,696.64	2,695
<b>10</b>	<b>Weaving looms</b>						
a	Weaving looms existing (each)	50,000	1.00	500	61.80	561.80	560
b	Weaving looms new (each)	6,00,000	1.00	6000	741.60	6,741.60	6,740
<b>11</b>	<b>Personal accident coverage</b>	<b>50,000</b>	<b>50.00</b>	<b>50</b>	<b>6.18</b>	<b>56.18</b>	<b>55</b>

- Note:**
1. Rates of premium have been fixed looking into the risks involved in the particular sector
  2. They are applicable to all the sericulture states and shall promote more beneficiary participation
  3. During open tenders at state or CSB level, rates of premium quoted by the insurance companies shall not exceed the proposed rates.
  4. Tasar/oak tasar and muga reared outdoors are succumbed to high risks - hence increase in premium rates
  5. Depreciation is calculated for 10% per year. Accordingly, the assessed value need be calculated for rearing house, rearing / reeling/ Spinning/ weaving equipment for other years.

**c) Physical targets and financial projections:**

The details of sharing pattern, unit cost, physical targets and financial projections are given in the table below:

Sharing Pattern	State Category	CSB	State	Beneficiary
	General Category	50%	25%	25%
	Special Category	80%	10%	10%

Particulars	Unit Cost (Rs.)	Physical Target	Financial Projections (Rs. in crore)			
			CSB	State	Beneficiary	Total
Sub-components implemented through states	Lumpsum	Demand Dependent	0.80	0.40	0.40	1.60

**d) Implementation guidelines / operational modalities:**

The component “Crop Insurance Support” shall be implemented by all the sericulture states for the benefit of the beneficiaries under their purview. CSB, as per the sharing pattern, shall reimburse 50% of the premium paid by the state to the insurance company. The claim settlement shall also be taken care of by the DOS and insurance company. The states shall implement in the form of master policies envisaging 50 to 100 beneficiaries depending on the nature of sub-component and density.

## 2. Publicity for sericulture sector

**a) Brief description**

The increasing expansion of the sericulture industry, introduction of new technologies and practices and changing equations of silk trade etc., necessitate repetitive efforts to publicize them for generating awareness and better reach of the farmers/industry stakeholders.

The main objective of the publicity package is to support the expansion of mulberry and *Vanya* silk production activities in traditional states and potential areas in non-traditional states of the country through audio-visuals, publications and periodicals, extension literature, exhibitions, buyer-seller meets, awareness programs, workshops, seminars etc, and also to support for market and generic promotion of silk products from India through intensive publicity campaign both at national and international levels. One of the major drawbacks experienced during the implementation of XI Plan program was the absence of effective publicity support to disseminate the details of CDP programs to the beneficiaries and other stakeholders. Such details should reach the end users in simple and understandable language. Keeping this in view, it is felt that the publicity sector is required to be strengthened further and it is proposed to continue the existing programs during XII Plan by intensifying the on-going activities.

During XII Plan, the CSB shall assist the states to undertake publicity and propaganda programs to ensure dissemination of technologies developed by the research institutes of CSB to the field, keep the field level functionaries of DOSs abreast with the new packages of practices of mulberry cultivation and silkworm rearing and motivate the farmers in new areas through publications, visual and print media. It is proposed to give a new thrust to the on-going publicity programs by making use of the latest tools of multi-media campaigning and information technology to ensure effective transfer of technologies to the field. The component shall also provide wide publicity support to CDP components for its effective implementation.

A provision of Rs.10.60 crore has been proposed towards implementation of publicity activity during XII Plan of which Rs.8.00 crore is central share. Only states' programs shall be covered under this component, as separate provision has been made for publicity activities under central sector schemes.

b) Sub-components under publicity package:

Sub-components to be implemented through states

a)	<b>Printing/supply of publications</b>	To ensure regular dissemination of updated information on research and development in sericulture, new technologies, events etc. and to update the knowledge of the technical and extension staff of DOSs for improving their efficiency, it is proposed to provide 50% assistance by the CSB to states for printing and supply of booklets, pamphlets, brochures and passbooks etc., To the farmers besides conducting awareness programs, seminars and workshops. The states shall have to contribute the balance 50% of the cost.
b)	<b>Production of audio-visual publicity materials</b>	As has been done during XI Plan, CSB shall produce need-based and subject oriented audio-visual aids like films, VCDs and DVDs in English and vernacular languages based on the requests from states to support the extension and field level staff in propagation of the new technologies so as to ensure wider reach of these films right up to taluk/ village level. The cost is shared at 50:50 by CSB and state, respectively.

Sub-components to be implemented directly by CSB

c)	<b>Advertising in press and electronic media</b>	To organize mass press and media publicity programs about the on-going developmental schemes and projects to promote the silk industry both at national and international levels. CSB shall implement the sub-component directly.
d)	<b>Organizing and participation in trade fairs, expos and exhibitions</b>	To promote the Indian silk through organization of exclusive silk expos and trade fairs across the country and abroad through participation in state, national and international level silk and textile trade fairs and exhibitions, organizing exclusive exhibitions to promote <i>Vanya</i> silk products such as eri, tasar and muga, conducting technological exhibitions in taluk, district and state levels to promote the technologies particularly in the cluster areas and participation in district and state level exhibitions conducted by other development agencies. CSB shall implement the sub-component directly.
e)	<b>Organizing multi-media campaigns</b>	To organize multi-media campaigns in association with DOS, field publicity, NGOs, District Development Agencies (DDA) and cluster area in-charges to promote sericulture activities in various clusters. Services of AIR, Doordarshan, field publicity, press & media and DAVP shall be utilized for implementation of this sub-component. During the multi-media campaign, field level exhibitions, workshops, women sericulturist meets etc., shall also be conducted.  <b>Press and media relation activities:</b> Press conferences, press meets, press tours etc., are proposed to be organized regularly by CSB. It is also proposed to co-ordinate with state, national and international level news agencies to give wider publicity about the sericulture and silk industry.
f)	<b>Supply of Indian Silk magazine</b>	Supply of <b>Indian Silk</b> magazine of CSB to states shall be continued during XII Plan also, as there has been good feedback from the states and the contents of the magazine proved to be useful to the technical and extension network of the DOSs. The entire cost (100%) towards supply of Indian Silk magazine shall be met under this component, as the magazine is published by CSB and is quite useful to the extension workers.

**c) Operational guidelines:**

- While traditional states are eligible for a share of Rs.50.00 lakh, the non-traditional states are eligible for Rs.25.00 lakh from the central sector.
- 27 states (5 traditional and 22 non-traditional) shall be supported under this component.
- The states' proposals recommended by the respective project monitoring and zonal committees towards printing of publications like brochures, pamphlets, booklets, organizing awareness programs, seminars and workshops etc., shall be placed before the Apex Monitoring Committee (AMC) for approval and subsequent release of funds along with other CDP components proposed by the state for a particular year.
- The Publicity Section of CSB shall finalize the production of audio-visual publicity materials in consultation with the research institutes of CSB and DOSs.
- Press publicity campaigns shall be organized in consultation with the silk section of MOT.
- Press conferences and press tours shall be organized in consultation with the research institutes of CSB and PIB units located in different parts of the country.
- Publicity for trade fairs, silk expos and exhibitions shall be conducted in consultation with the officials concerned.
- Multi-media campaigns shall be conducted in consultation with cluster area in-charges, DOSs, field publicity department and district level development agencies.
- CSB share shall be released to states as per the lumpsum amount earmarked. After receipt of utilization certificate and depending upon the progress achieved, further release of funds shall be considered by CSB for subsequent proposals within the overall sanctioned provision of the component.

**d) Physical targets and financial projections:**

The details of sharing pattern, unit cost, physical targets and financial projections are given below:

Sharing pattern	State Category	CSB	State	Beneficiary
	General Category	50%	50%	–
	Special Category	90%	10%	–

Particulars	Unit Cost (Rs.)	Physical Target	Financial Projections (Rs. in crore)			
			CSB	State	Beneficiary	Total
Sub-components implemented through states	Lumpsum	Demand Dependent	5.40	2.60	–	8.00
Sub-components implemented directly by CSB	Lumpsum	Demand Dependent	2.60	–	–	2.60
<b>Total</b>	–	–	8.00	2.60	–	10.60

**3. Support for studies/consultancies, surveys organized by CSB and state**

**a) Brief description:**

This is an on-going program under implementation since IX Plan. During XI Plan, the component was implemented to:

- i) Support for conducting studies, surveys and consultancies for collecting basic information from the field on specific activities and problems of silk industry;
- ii) Undertake regular supervision of field activities and monitoring of progress for effective implementation of projects/schemes;



- iii) Undertake in-house yearly evaluation by CSB to ensure timely execution of the projects/schemes and also to make impact assessment; and
- iv) Assess the progress and impact of the projects/schemes on the development of silk industry through mid-term and final evaluation by an external agency.

It is proposed to continue the program during XII Plan also with a few modifications.

- i) **Support for conducting studies, surveys and consultancies:** The component enables the states and/or the implementing agencies to obtain assistance to conduct studies/consultancies, surveys in areas to promote productivity, technology absorption, quality up-gradation and investment generation. The implementing agencies or DOSs may encounter many unique problems related to the silk industry while implementing different schemes/projects for development of sericulture. In order to identify the reasons and address the problems encountered during implementation of developmental projects, studies/surveys may be required to be conducted to gather information on ground realities. Sometimes, the task is found so unique and important that the same may not be possible to be attended by the DOSs or CSB due to technical reasons and warrants engaging specialized consultants.
- ii) **Regular supervision of field activities and monitoring of progress:** The component assists to undertake the regular supervision/monitoring of the programs, review meetings through the regional offices and by the field level monitoring groups and meet expenditure for which provision does not exist under other components.
- iii) **In-house yearly evaluation by CSB:** To ensure timely execution of the programs/projects and also to make impact assessment, the component provides assistance to conduct the in-house yearly evaluation by the monitoring committee/study teams through field visits.
- iv) **Assessment of progress and impact of the projects/schemes on the development of silk industry through mid-term and final evaluation:** Evaluation study by external agency has to be carried out to focus mainly on the effectiveness of the projects/programs/schemes implemented by the CSB/state units and identify the constraints/bottlenecks in the implementation process, besides assessing the actual benefits accrued to the stakeholders in the field.

During XII Plan, in addition to providing assistance to the above four sub-components, it is also proposed to carry out mapping of infrastructure available at public and private sectors, created over a period of time under various sericulture development programs supported from CDP or non-CDP for optimum utilization of infrastructure. This exercise shall enable CSB to decide on creation of additional infrastructure and strengthening of existing infrastructure in potential areas, besides handing over of such infrastructure to CBOs/NGOs in inaccessible areas (based on the availability of technical manpower within the state), within a definite timeline besides developing web based MIS on sericulture. This is essential for better planning of potential sectors, effective utilisation and maximising benefits.

It is also proposed to organize studies and training programs for CSB and state functionaries involved in project formulation, implementation and monitoring, in advanced countries not only developed in sericulture, but in countries who have made advancements in project implementation and achieved remarkable success. Support of United Nations in various nations and other organizations in advanced countries shall also be sought for collaborating such studies and training. It is felt necessary to focus on the monitoring and evaluation mechanism for the success of development programs in a systematic way by learning from similar projects by other nations.

The entire cost towards implementation of the above sub-components shall be borne by CSB. Therefore, a provision of Rs. 4.00 crore is proposed as CSB share towards implementation of this component during XII Plan.

**b) Operational guidelines:**

- DOS / the implementing agency shall submit the proposal to CSB indicating the area they wish to undertake the studies/surveys/consultancies with justification.
- DOS shall take action for commencement of surveys, studies and investigation.
- Once the survey, study and investigation are completed, the report shall be submitted to CSB.
- CSB shall verify the agencies with credentials, the modalities and design of the study, survey etc., before undertaking the study.

- CSB and DOSs shall closely monitor the implementation of the survey, studies and consultancies and shall verify the activities undertaken by the consultants.
- PMC constituted at state level and zonal cell shall monitor implementation of the projects.
- Cluster and district-wise field level monitoring group shall be constituted.
- Technical evaluation shall be conducted every year by the internal committee by taking the inputs of the monitoring report.
- CSB shall identify the agency through the news paper advertisement (expression of interest) to conduct the final evaluation of the projects/schemes.
- DOS shall involve NGOs/CBOs for mapping of infrastructure.
- CSB/DOS shall recommend the candidates for abroad visits (to advanced countries) on training and deputation.

**c) Physical targets and financial projections:**

The details of sharing pattern, unit cost, physical targets and financial projections are given below:

Sharing pattern	State Category	CSB	State	Beneficiary
	General Category	100%	-	-
	Special Category	100%	-	-

Zone	Unit Cost (Rs.)	Physical Target	Financial Projections (Rs. in crore)			
			CSB	State	Beneficiary	Total
Southern	Lumpsum	Demand Dependent	4.00	-	-	4.00
North-western						
Central and western						
Eastern						
North-eastern						

#### 4. Product design, development and diversification division (P3D)

**a) Brief description:**

Product design development and diversification for exclusive silk goods have been a pressing need of the Indian silk industry at present. In the emerging silk scenario, where India is consolidating its position as the second largest silk producer in terms of quality as well as quantity, diversification of products to address market needs is critically important. Indian silk industry has certain inherent strength that need to be projected in the right perspective and at the same time harnessed effectively.

Export market base needs to be widened and the range of products has to be broad based. At the same time, quality products should meet the customer's expectations. The domestic market for silk is quite substantial. Product diversification into casual wear and alternate end uses and focus on bringing the growing upper middle income group and high income group into the fold of silk products shall lead to greater value addition in domestic silk production.

Growing market awareness has been evidenced in the recent years for the *Vanya* silk products especially tasar and eri silk in the domestic market. Product development and diversification in tasar, eri and muga has been almost a virgin area in the country. Importance of new designs, motifs and products has, of late, been recognized in *Vanya* sector and the thrust given to product development shall not only contribute in diversification of the product, but also enlarge the market share.

To meet the objectives of the product design, development and diversification, the " P3D-The Cocoon " centre was established by CSB during X Plan at its secretariat to facilitate the product design, development and diversification activity with adequate infrastructure facilities. The scheme was continued during XI Plan. New fabric structures and designs were created and diversified products were developed through the research units of CSB and design institutes like NIFT, AIFD etc.

The products designed and developed under P3D are put on display in different exhibitions/silk expos for the benefit of the manufacturers, traders, designers and exporters. The cell is providing technical know-how on the design and development of the marketable products. It is, therefore, proposed to continue P3D activities during XII Plan also.

**b) Implementation guidelines:**

**Product development and diversification:** Product design, development, diversification and innovative use of silk in its pure form or blending with other natural fibres shall be explored in making fabrics for their alternative use. Research and development activity shall be undertaken towards identification and procurement of raw materials like silk yarn, other natural yarns, accessories for garment making and yarn preparation depending on the fabric texture defined, dyeing, conversion into fabric, embroidery, embellishment, garment preparations, finishing, etc. In order to conceptualise product development ideas the agencies like fashion design institutes, NGOs, individual designers, master weavers, skilled weavers etc., shall also be involved in this activity.

**Design consultations:** Data on production, trade flows, demand trends, prices and fashion trends shall be collected from exporters / importers. Design consultant/s shall also be engaged to assist CSB/CSTRI and product development shall take place under their supervision.

**Interaction meets, workshops and seminars:** The interaction meets and workshops shall be conducted on selected topic related to the product design, development and diversification activity for promotion of the developmental activity and efforts shall be directed towards bringing awareness to the producers, consumers, buyers, designers, etc., about the rich heritage of silk weaving clusters of India and recent developments, designs and diversification of silk products.

**Publicity/ exhibitions/ demonstrations/ fashion shows:** The innovative silk products developed through this activity shall be showcased in exhibitions and products/ technology shall be demonstrated. Publicity of the new products shall also be taken up through magazines, hoardings, pullouts, brochures etc.

**Documentation of products developed and stationery:** Documentation of product development and cluster studies shall be done in both printed and audio-visual formats. This shall enable not only the documentation of old and traditional works, but also help in bringing innovations in the core or thrust areas.

**Documentation of GI related products and consultation:** Consultation, survey and documentation of products covered under GI, survey of the techno-economic conditions, environment and work conditions of the GI clusters etc., shall be outsourced and final comprehensive report on all silk GI clusters is envisaged.

**Computer software, hardware and annual maintenance contract:** The display centre inaugurated at CSB Complex with equipment and infrastructure for product development activity shall be strengthened. The Information technology has helped the textiles industry by providing software and computer aided textile design etc and facilitated speedy growth of the industry. The design tools required for this activity shall be made available.

**Fashion forecast books, reference books, periodicals, maintenance of display centre and purchase of silk products:** In order to maintain the display centre, a product needs to be displayed in a manner, which brings awareness and educate the producers, consumers, buyers etc. The expenditure related to maintenance of the P3D Cell, educational materials like fashion forecast books, reference books, periodicals etc, shall be met out of this component. Further, relevant silk products covering the various aspect of this plan shall be done to strengthen the inventory of silk products for display in P3D.

**Outsourcing digital printing:** In order to keep abreast with the latest technology of printing directly on garments etc., outsourcing shall be done.

**Training for in-house staff and outsiders:** Product development activity is the heart of the cluster and it shall help to utilise local artisan skill. Special emphasis to impart direct training to the weavers, processors and garment converters to enhance their skill is planned and at the same time in-house training to staff of CSB is planned to hone the skills in various aspects like garmentability etc.

**Transportation, travel and honoraria:** The nature of the work demands officers, officials and design consultants involved in this activity to travel to distance places/ weaving clusters situated in remote areas and stay for a few or more days during product development activity/cluster studies. The silk weaving clusters are scattered throughout India spreading over different corners. Honorarium shall be given to the officers and officials as appreciation for their contributions.

**c) The details of sharing pattern, unit cost, physical targets and financial projections are given below:**

Sharing pattern	State Category	CSB	State	Beneficiary
	General Category	100%	-	-
	Special Category	100%	-	-

Zone / State	Unit Cost (Rs.)	Physical Target	Financial Projections (Rs. in crore)			
			CSB	State	Beneficiary	Total
Southern (Karnataka)	Lumpsum	Demand Dependent	0.50	-	-	0.50
Central and western (Madhya Pradesh)						
Eastern (West Bengal)						
North-western (Jammu & Kashmir)						

**5. Health insurance cover for sericulture farmers and workers**

**a) Brief description:**

Sericulturists and sericulture workers involved in silkworm seed production, silkworm rearing and silk reeling have to work under hazardous and unhygienic conditions, because of which they succumb to certain health hazards. Quite often such sericulturists and workers do not find easy access for medical facilities. Besides, economic penury may force them to fend for themselves in times of disease affliction and ailments forced upon them as a professional risk.

In order to address this issue, which has a social welfare dimension and to ameliorate the sufferings of sericulturists and sericulture workers, CSB has been implementing this CDP scheme since XI Plan as a support service to the flagship program of GOI.

The health insurance scheme offers medical facilities for a certain class of identified diseases and ailments, including the pre-existing ones through a network of hospitals by way of reimbursement of medical expenditure as well as cash-less facilities. The overwhelming response from all over the country merits this component for continuation during XII Plan, although with slight modifications. During XI Plan, only women beneficiaries were eligible for the coverage. Based on feedback received from the states, it is proposed to offer this component to all sericulturists and sericulture workers, irrespective of the gender.

**b) Premium:**

Indicative premium has been estimated at Rs. 1,000 per sericulturist plus service tax at 12.36%, which may vary from time to time. Out of this, 80% of the premium and service tax shall be borne by the CSB and the balance shall be borne by state and the beneficiaries. Minimum contribution of the stake holder shall be Rs 50.00.

c) **Coverage:**

The scheme covers a maximum family members of 5, *i.e.*, self, spouse and 3 dependant family members.

d) **Technical specification and operational guidelines:**

**Implementing agencies:** This scheme is envisaged to be implemented as a common scheme for different agencies under the Ministry of Textiles in line with RSBY scheme for two years period *i.e.*, 2013-14 and 2014-15. During the period, the component shall be implemented as a part of combined scheme for handloom and power loom weavers, handicraft artisans and other sericulturists and monitored by CSB.

Later on, the scheme shall be transferred to Ministry of Labour for implementation during the last two years of XII Plan (2015-16 and 2016-17). The scheme shall be implemented on a smart card platform which shall have the information on the package. The features of the RSBY scheme shall be incorporated into this scheme. The hardware and software facilities and empanelled hospitals of the RSBY scheme of Ministry of Labour shall be utilized for the implementation of the scheme.

**Eligibility:** All sericulturists and sericulture workers, irrespective of gender belonging to both BPL and APL categories, as detailed below are eligible:

1. **Sericulture farmers:** Farmers engaged in host plant cultivation, silkworm seed production, silkworm rearing and cocoon production and other allied activities covering both mulberry and *Vanya* silks.
2. **Reelers/spinners:** Reelers/spinners engaged in silk reeling, spinning and allied activities covering both mulberry and *Vanya* silks.
3. **Workers :** Workers engaged by the sericulture farmers/ silkworm seed producers/ reelers/spinners for host plant cultivation, silkworm seed production, silkworm rearing and cocoon production, silk reeling/spinning and other allied activities covering both mulberry and *Vanya* silks. Only those skilled workers recommended by their employers and who shall work for a minimum of one year shall be selected for insurance coverage. The beneficiary shall give an undertaking to take up the sericulture activity/work for a minimum period of one year.
4. The scheme shall cover people of all age groups. There is no age limit for beneficiaries.
5. The scheme shall not cover silk weavers as they are separately covered under the health insurance schemes of the Development Commissioner of Handlooms, Ministry of Textiles.

**Period:** The policy shall be valid for a period of 12 months, from the date of receipt of premium by the insurer and shall cover the treatments listed below :

**Benefits:** Annual limit per family (1 + 4) is Rs.30,000 for covering treatments mentioned below:

1. All pre-existing diseases + new diseases
2. Maternity benefits (per child for the first two)
3. Dental treatment
4. Eye treatment
5. Spectacles (Limit Rs. 500/-)
6. Domiciliary hospitalization
7. Ayurvedic / Unani / Homeopathic / Siddha (Limit: Rs. 4000)
8. Pre and post-hospitalization
9. Baby coverage
10. OPD with a limit of Rs. 10,000

**Exclusions:** *Corrective cosmetic surgery or treatment, HIV, AIDS, sterility, venereal diseases, intentional self-injury, use of intoxicating drug or alcohol, war, riot, strike, terrorist acts and nuclear risks.*

**e) Operational modalities:**

- a. DOS and its sub-ordinate offices shall be the nodal agencies for implementation of the scheme.
- b. Beneficiaries shall be required to fill up an enrolment form and submit the same to DOS or through their employer or by themselves along with the owner's/their share of the premium in case of workers in reeling units and grainages. The format of the application form shall be made available to DOSs by the insurance company.
- c. On receipt of the above, DOS shall scrutinize the applications and if found eligible, shall accept the premium amount and forward the list(s) of such beneficiaries along with premium amount to the insurance company.
- d. On receipt of the premium amount with the list of beneficiaries from DOS, the insurance agency shall issue Health Cards to DOS, along with the statement indicating the names of the individuals insured. DOS shall arrange to inform individual beneficiaries about the coverage.
- e. In case a beneficiary changes his/her employment during the period of insurance from one unit to another, the beneficiary shall intimate to the nodal agency about the change.
- f. DOS and its subordinate field units shall be actively associated in implementation of the component by way of sensitizing the beneficiaries engaged in sericulture to join the health insurance coverage.
- g. DOS shall also submit periodical reports to CSB, indicating the details of coverage, settlement of claims etc.

**f) Grievance redressal mechanism:**

A Grievance Redressal Committee (GRC) shall be formed to receive and consider individual or group complaints from individuals or group of beneficiaries with the following types of grievances against the insurers:

- i) Any partial or total repudiation or rejection of claims by the insurance company;
- ii) Delay in settlement of claims;
- iii) Non-issuance or delay in issuance of any insurance document (including health insurance card) to beneficiaries after receipt of premium.

**g) Claim procedure:****i) Planned hospitalization:**

- A patient can go to any empanelled hospital/nursing homes of his/her choice. The list of such hospitals shall be provided by the insurance company.
- The name of the patient/policy number /nature of ailment /the name of the hospital are to be communicated to insurance company or its representatives by the concerned empanelled hospitals/nursing homes. A list of insurance company's representatives (third party agent -TPA) /contact persons shall be provided by the insurance company.
- Health cards to the beneficiaries shall be issued by the insurance company to avail the cashless facility. The details of insurance company or its representatives, phone numbers and help line numbers shall also be mentioned in the health cards for easy reference. Additionally, the empanelled hospitals shall also fax an authorization form to the insurance company or its representatives on their own. The insurance company or its representatives shall give approval within 12 hours.
- Patient shall take the treatment, sign the bills and get discharged. No payment is to be made.

**ii) Emergency hospitalization:**

- The patient can be rushed to any of the empanelled hospitals.
- Health card is to be produced to the hospital and the patient can avail the treatment. Simultaneously, the family can contact the insurance company or its representatives (TPA) over help line and submit the pre-authorization form. The insurance company or its authorized representatives has to fax the approval to the hospital immediately.
- Patient shall take the emergency treatment, sign the bills and get discharged. No payment is to be made.

**iii) Reimbursement claims:**

- Patient can avail treatment from a doctor or at a clinic in addition to the network/empanelled hospitals.
- Can settle the hospital bills directly by paying all the charges.
- Can call/contact insurance company, TPA office on toll-free number provided.
- Can submit the prescription and the vouchers for the medicines/claim form to the insurance company or its representatives.
- The claims have to be settled within a week's time after receipt of all the documents/information.

**h) Role of insurance company:**

- The insurance company or its authorized representatives shall furnish a list of medium class hospitals/nursing homes for medical treatment to the beneficiaries and DOS.
- Shall also furnish a list of hospitals covered under the health insurance scheme for making addition/deletion by DOS.
- Shall take all steps to make the scheme a success and shall get in touch with DOSs for taking preparatory steps like identification of beneficiaries, furnishing forms, instructions, etc., immediately for coverage of beneficiaries under the component.
- Shall take all steps to popularize the scheme among the beneficiaries throughout the country by various means including advertising in the media.
- Shall prepare information related to the component/beneficiaries in vernacular languages.
- Shall open offices in the identified clusters in consultation with DOS for early settlement of medical bills of beneficiaries under the OPD cover.
- Shall send a monthly progress report on first of every month to DOS indicating number of people insured, funds utilized and claims settled.
- DOS, in turn, shall furnish progress reports containing details of enrolments/ renewal and settlement of claims at periodical intervals to CSB.

**i) Monitoring and evaluation:**

The performance shall be monitored by the PMC and AMC. A representative of the insurance company shall also be included in the PMC. The PMC shall also identify the beneficiaries and other inputs proposed under the component and release health cards to the beneficiaries, prepare half yearly plans, etc. The concerned DOS shall also hold discussions with the owner of the private reeling units and grainages to sensitize about the program and pay the share for the policy of the beneficiaries. The insurance company shall organize awareness camps in sericulture clusters for the benefit of beneficiaries.

**j) Fund allocation:**

During 2013-14 and 2014-15, it is proposed to cover 24,000 beneficiaries with an estimated cost of Rs 2.40 crore (total cost), of which CSB share is Rs.2.00 crore to cover 75% of the premium and tax. Later on, the component shall be implemented by the Ministry of Labour.

**6. Capacity building for sericulture sector****(Training and exposure visit to CSB, states and other stakeholders)****a) Brief description**

Growth of an organization or an Industry has a direct correlation with its ability to learn and adapt to the emerging new concepts and changes happening all around on a continuous basis. Following this concept, extensive efforts were made during the XI Plan period to empower and educate various industry stakeholders, existing and potential entrepreneurs, extension agents and other supporting staff through a variety of training programs, exposure visits and skill enhancement initiatives. This had very encouraging and visible impact in the XI Plan. Therefore, it is planned to continue this vital endeavour during the XII Plan period as well.

Under this component, specific, need based training programs focusing on sericulture concepts and technologies, business acumen and desired hard and soft skills shall be organized in identified seri-clusters and potential silk hubs of both traditional and non-traditional states. This component includes three sub-components to meet the planned objectives:

- Skill Training and Enterprise Development program (STEP)
- Beneficiaries Empowerment program (BEP)
- Establishment of Sericulture Resource Center(SRC)

**Skill training and enterprise development programs (STEP):** This component consists of a variety of training modules focusing on various identified training needs of the industry. The basic objective of this component is to promote entrepreneurship and empower the farmers, industry partners, stakeholders, extension agents and officials representing CSB/DOS and all other agencies involved in the development of sericulture and silk industry by sharing relevant information and knowledge, upgrading the desired/required skills, refining various concepts, processes and technologies through a variety of training programs. All these training programs are 100% funded by CSB and there is no state or beneficiary share. Some of the prominent training modules under this component are:

- i) **Entrepreneurship development program (EDP):** It is a comprehensive training package for venturing into seri-business. The training inputs include business opportunity guidance in sericulture, technical inputs with practical exposure, skill seeding and enhancement, motivational and psychological inputs, simple financial management, exposure to business plan preparation method and project evaluation techniques, market survey techniques and market intelligence. All the existing and potential/prospective entrepreneurs are eligible to attend this program.
- ii) **Resource development program (RDP):** This program is basically designed for influencing the behaviour and attitude parameters, technological awareness and skill levels of existing resources at CSB, states and industry at large for better efficiency and performance. RDP also aims at developing a group of resource persons as trainers with all the desired competencies and sericulture skills for imparting second level training (farmers/ beneficiaries) and successfully implementing seri-development projects. Officers/ officials from states and CSB and representatives from NGOs and farmer groups are eligible to attend this program.
- iii) **Technology up-gradation program (TUP):** Demonstration of modern/ latest technologies pertaining to different activities of silk value chain is the major objective of the program. This program is focused on farmers and industry stakeholders.
- iv) **Banker's sensitization program (BSP):** This program is targeting the bankers and bank managers to sensitize and update their seri-knowledge/information by providing inputs on latest cocoon and raw silk production technologies and introduction to various bankable seri-business options.
- v) **Management development program (MDP):** The sub-component is meant basically for enhancing technical, general and motivational levels of in-house and state government officers/officials and others and also for introducing new developments in the field of science and technology and other functional areas, as detailed below.
  - a) Competence enhancement training
  - b) Specialized management training
  - c) Foundation training for young scientists
  - d) One-day workshops by eminent speakers

**Beneficiaries empowerment program (BEP):** These programs are meant for both skill seeding and skill enhancement of the industry stakeholders. The BEPs shall be conducted by respective DOSs/DOHs/DOTs with faculty support if required from CSB field units for the beneficiaries of concerned states. The sub-component can be categorized under following heads:



- i) **Beneficiary training/farmers training:** Specialized skill development focused training programs for farmers, artisans, entrepreneurs and supervisors both through peripatetic and conventional modes. The unit cost for beneficiary training shall be Rs.3,000 per head for 1-2 week program that includes cost of training and training consumables, faculty fee and wage compensation at Rs.50 per person per day (with a cap of Rs.750 per person per program). The physical target envisaged for BEP covering all the states is 4,000 beneficiaries in five years.
- ii) **Exposure visits for elite farmers and extension agents:** This program is meant for visit to different sericulture clusters/establishments/research institutes to have an exposure to the latest know-how and sericulture technologies and processes in the field. One in four persons covered under beneficiary training shall be considered for exposure visit for which the unit cost per head is Rs.2,000 for an envisaged target of covering 700 persons.

**Establishment of sericulture resource centre (SRC):** SRCs located in select sericulture clusters shall function as training-cum-facilitation centres for cluster actors, farmers and other stakeholders. It shall be managed by selected lead/elite farmers or any non-profit organizations or sericulture societies for the benefit of cluster farmers/sericulturists.

**b) Operational guidelines and implementation modalities:**

Under STEP, the envisaged trainings shall be funded 100% through CDP by CSB and shall be conceived, designed and conducted by a group of accredited and professional trainers from C&ED, an ISO 9001:2008 quality certified training wing of CSB, and a set of well equipped CSB zonal trainers in association with DOS/DOT/DOHs and other renowned trainers and training consultants/agencies. These training programs shall be carefully planned, designed and executed in relevant silk clusters/locations adopting appropriate training mode and approach (conventional, peripatetic, etc.) depending on the target groups.

The unit cost and sharing pattern are given below:

Component and unit cost	Sharing Pattern		
	CSB	State	Beneficiary
Programme-wise unit cost is given separately in Table	100%	-	-

The BEP which consists of farmers and stakeholders training shall be conducted by respective DOS in association with CSB to address the training needs and skill gaps of the industry stakeholders. The XI Plan unit cost of Rs.5000 per beneficiary has been bifurcated in XII Plan as Rs.3,000 towards training and Rs.2,000 for exposure visit. One elite/lead farmer out of every four farmers trained shall be considered for exposure visit to developed sericulture clusters. Depending up on the need, the training programs under BEP could be of 1-2 week duration focusing on specific requirements and industry needs.

Component unit cost and sharing pattern	CSB	State	Beneficiary
Beneficiary training @ Rs. 3,000 per person	50%	50%	-
Exposure visit @ Rs. 2,000 per person	50%	50%	-

Sericulture Resource centres shall act as an important link between extension centre of research institutes and beneficiaries. During XII Plan, 16 such centres are planned in select sericulture clusters. It shall be managed by selected lead/elite farmers or any 'not for profit' organizations or sericulture societies for the benefit of cluster farmers/sericulturist. The unit cost of establishing and managing each such centre shall be Rs.2.50 lakh out of which Rs.1.00 lakh shall be the capital expenditure consisting of construction of open sheds at Rs.60,000, and procurement of training equipment at Rs.40,000 (TV, DVD, black board, steel trunk, board, basic furniture, mat/durry, rearing appliances, stand, trays etc.), respectively. The balance Rs.1.50 lakh shall be towards recurring cost/operational cost of training programs for five years @ Rs.30,000 per year, for consumables, stationary, documentation, communication, photocopy, photography, tea and snacks etc.

Unit cost and sharing pattern	CSB	State	Beneficiary
Shed construction and equipment procurement - Rs.1.00 lakh	50%	50%	-
Operational cost - Rs.1.50 lakh for five years	50%	50%	-
<b>Total cost - Rs.2.50 lakh</b>	<b>50%</b>	<b>50%</b>	<b>-</b>

## Physical projections:

### A. Skill Training and Enterprise Development Program

#	Component	Unit	No. of programs					Total	
			2012-13	2013-14	2014-15	2015-16	2016-17		
1	Entrepreneurship development program	No.	-	-	1	-	-	1	
2	Technology up-gradation/ Demonstration program	No.	3	1	1	1	1	7	
3	Resource development program	No.	8	3	3	3	2	19	
4	Bankers' sensitization program	No.	-	-	1	-	-	1	
5	Management development program								
	a	Competence enhancement training							
		Local	No.	-	3	3	3	3	12
		Out station	No.	1	1	1	1	1	5
	b	Specialized management training							
		Short-term (Non-residential)	No.	1	1	1	1	1	5
		Short-term (Residential)	No.	1	1	1	1	-	4
	c	Foundation training for young Scientists	No.	-	-	-	1	-	1
	d	One-day workshops	No.	-	2	1	1	1	5
		<b>Total</b>		<b>14</b>	<b>12</b>	<b>13</b>	<b>12</b>	<b>9</b>	<b>60</b>

### B. Beneficiary Empowerment Program

#	Component	Unit	No. of persons					Total
			2012-13	2013-14	2014-15	2015-16	2016-17	
1	Training	No.	2000	1000	1000	-	-	4000
2	Sericulture exposure visit	No.	300	200	200	-	-	700

### C. Sericulture Resource Centre

#	Component	Unit	No. of centres					Total
			2012-13	2013-14	2014-15	2015-16	2016-17	
1	Sericulture Resource Centre	No.	-	10	6	-	-	16

**Financial projections:**
**A. Skill Training and Enterprise Development Program**

#	Components / Programs		Unit cost (Rs)	Financial Projections (Rs. in crore)					Total (Rs. in crore)
				2012-13	2013-14	2014-15	2015-16	2016-17	
1	Entrepreneurship Development Program (EDP)		2,00,000	-	-	0.020	-	-	0.020
2	Technology Up-gradation/ Demonstration Program (TUP/TDP)		75,000	0.230	0.008	0.008	0.008	0.008	0.053
3	Resource Development Program (RDP)		3,50,000	0.280	0.110	0.110	0.110	0.070	0.665
4	Bankers Sensitization Program (BSP)		2,00,000	-	-	0.020	-	-	0.020
5	Management Development Program (MDP)								
	a	Competence Enhancement Training (CET)							
		Local	50,000	-	0.015	0.015	0.015	0.015	0.060
		Out station	1,50,000	0.015	0.015	0.015	0.015	0.015	0.075
	b	Specialised Management Training (SMT)							
		Short term Non-residential	25,000	0.003	0.003	0.003	0.003	0.003	0.013
		Residential	1,00,000	0.010	0.010	0.010	0.010	-	0.040
	c	Foundation Training for Young Scientist (FOTYS)	4,50,000	-	-	-	0.043	-	0.043
	d	One day workshops by eminent speakers	25,000	-	0.003	0.003	0.003	0.005	0.013
	<b>Total (A)</b>			0.330	0.158	0.198	0.200	0.115	1.000

**B. Beneficiary Empowerment Program**

#	Component	Unit cost (Rs)	Financial Projections (Rs. in crore)					Total (Rs. in crore)
			2012-13	2013-14	2014-15	2015-16	2016-17	
1	Beneficiary training	3,000	0.600	0.300	0.300	-	-	1.200
2	Sericulture exposure visit	2,000	0.060	0.040	0.040	-	-	0.150
	<b>Total (B)</b>		<b>0.660</b>	<b>0.340</b>	<b>0.340</b>	<b>-</b>	<b>-</b>	<b>1.350</b>

**C. Sericulture Resource Centre**

#	Component	Unit cost (Rs)	Financial Projections (Rs. in crore)					Total (Rs. in crore)
			2012-13	2013-14	2014-15	2015-16	2016-17	
1	Capital expenditure	1,00,000		0.100	0.060	-	-	0.160
2	Operational expenditure	1,50,000		0.150	0.090	-	-	0.240
	<b>Total (C)</b>			<b>0.250</b>	<b>0.150</b>	<b>-</b>	<b>-</b>	<b>0.400</b>
	<b>Grand Total (A+B+C)</b>		<b>0.990</b>	<b>0.748</b>	<b>0.688</b>	<b>0.200</b>	<b>0.115</b>	<b>2.750</b>

**Cumulative sharing of CSB and state**

Scheme / Sub-component	CSB	DOS	TOTAL
A. Skill training and enterprise development program	1.00	-	1.00
B. Beneficiary empowerment program	0.95	0.40	1.35
C. Sericulture resource centre	0.28	0.12	0.40
<b>Total</b>	<b>2.23</b>	<b>0.52</b>	<b>2.75</b>

Beneficiary empowerment program towards training can be organized through sericulture resource centres and funds earmarked under BEP for the purpose could be provided to SRCs.

## 7. Developing community based organizations in line with Resham Doot concept (for all sectors)

### a) Brief description:

This concept has been implemented successfully among the tasar farmers of Jharkhand under a different nomenclature: Resham Doot and Resham Mitra. The objective of the component is to resolve major gaps in sericulture industry like dissemination of new findings and technology, group activity among the beneficiaries, popularization of bivoltine, training, extension, synchronizing the various activities of the sericulture to produce uniform quality cocoons, credit facilitation etc.

The silk industry by its nature is a network of many non-farm and on-farm activities and has strong need for many forward and backward linkages. The heterogeneous activities in the entire silk production chain of silk industry calls for group approach and support systems in the areas of training, extension, infrastructural support, information support, technology support, credit availability, timely raw material availability, market tie-up, generation of skilled person power etc. CSB and DOS are providing all the support required for the overall development of sericulture. However, the government system has certain limitations such as limited staff, weak extension machinery, lack of mobility, knowledge gap etc. This is where the CBO system can play an important role and significant contribution supplementing the government system by raising the level of technology to suit local needs, offering a better platform for the transfer of superior technology and training, organizing the farmers for activities like technology absorption, narrowing the gap between lab and land and acting as trouble shooters at the field level at appropriate time.

### b) Technical specifications / operational guidelines:

Twenty farmers are motivated to take up sericulture activities and form Sericulture Cluster Group (SCG). Support shall be provided for organizing the meetings, procurement of registers etc. In the second phase, the cluster groups shall be assisted to take up sericulture activities like plantation development, irrigation facilities, rearing house, conservation camps, health insurance etc by extending the support through CDP. The common facilities like CRCs, sericulture equipment supply centres, community mounting hall, disinfection units, grainage activities, common facility centres and other similar group related activities under CDP shall also be extended to the SCG based on the need and requirement. Support shall also be provided to the group towards working capital to enable them to procure required inputs for distribution among the members and non-members. In the third phase, the SCGs shall be networked to improve their potential levels in the following areas:

- Groups shall be linked to credit institutions for upliftment of program.
- Groups shall be given continued support in the form of training, awareness and exposure visits. The interventions shall make the groups self-reliant and sustainable, and then slow withdrawal by the department in a phased manner.
- NGOs shall be involved to internalize the concept of group dynamics.
- Members shall be made aware of benefits of collectiveness-mass rearings by synchronizing brushing.
- Integrate other departmental scheme with SCGs.

- Organize women SCGs and general SCGs in each village and strengthen group approach for technology transfer.

**Village level resource persons (Resham Sathi):** The Resham Sathis shall be engaged to motivate the SCGs on the following lines:

1. Self help attitude for development and to share experiences for group improvement.
2. Regular meetings for exchanging ideas.
3. Regular savings and lending to help each other.
4. Planning for the future.
5. Participatory approach for technology transfer and to get government assistance for adoption of technology.
6. Develop linkages with financial institutions for credit.
7. Better utilization of resources.
8. Participate in social activities.

**Formation of cluster level associations (CLA):** Each SCG with 20 members operating from a village as a self help group has lot of limitations. They need support to decide better and bargain effectively, plan and negotiate better, improve financial resources to meet the demand of group members, appraise local problems and represent to the concerned and develop effective linkages, to function collectively against social evils (child labour, gender bias, etc.) and financial support to perform better with low level savings due to constraints. To overcome these practical difficulties, it is necessary to make a CLA comprising 10 SCGs with functions and resources for overall development. It provides a platform for each participating SCG to voice its concern for assistance and hear the experiences of other members for better decision so as to develop into an effective institution for learning, acquire leadership qualities and promote involvement in development process in the long run.

#### **Functions of CLAs:**

- Improvement in efficiency of SCGs by sharing experiences.
- Strengthening the member SCGs.
- Organizing new SCGs to benefit those who require and desire to involve in development process.
- Review on monthly basis on the performance of SCGs.
- Involve in training program, awareness meet, demonstration trials to supervise participation of SCGs and liaise with concerned agencies for better effectiveness of programs.
- Forming special groups for specific programs.
- Ensuring periodical auditing of accounts.
- Participating in social and development activities.
- Developing the linkages for SCGs with institutions like financial institutions, local panchayats, government departments and district administration.
- Identifying the systems for SCGs for enhanced income of members.
- Assisting SCGs in proper maintenance of accounts.
- Promoting the involvement of women members in development activities and promote participation of members in local panchayats.
- Assisting to develop infrastructure required in the village from local institutions.
- Operating funds and nominate members on rotation basis.
- Communicating decisions to SCGs.
- Documenting success results and bringing out news letters periodically.

**Structure of SCG and CLAs:** Each SCG having 20 members shall nominate one member to CLA, who had communication and leadership skills and could successfully lead SCG for a period of one year. From the nominees of SCGs, one member shall be selected as secretary and another as joint secretary/coordinator and both shall be changed each year on rotation basis. Funds shall be operated jointly by opening joint accounts in banks. Process of nomination shall take place 3 months in advance at SCG and CLA levels. The secretary of CLA shall convene monthly meetings and motivate members for their active and effective participation. The joint secretary shall document the decisions, maintain registers, accounts, and maintain liaison with member SCGs and inform the decisions. For specific works, such groups shall be formed with 2-3 members by the secretary. In the absence of secretary, the joint secretary shall preside over the meetings.

Meetings of CLAs shall be conducted at regular intervals. Secretary shall ensure 80 % attendance of the members. CLA shall decide to frame the guidelines on admission and removal of representatives, fixing of responsibility, recording and reading of minutes, maintenance of records, maintenance and reading of accounts, fixing of interest rate, entrance fee, monthly fee, fine etc., amendment of rules, formation of committee to appraise and sanction of loan and follow up, utilization and verification of assets, laying down the procedure to sanction loans and liaisons with the bank to improve resources etc. CLA shall take technical support and guidance from the local Assistant Director of Sericulture.

The Assistant Directors of the respective DOSs shall attend the meeting convened by CLAs and if necessary, CLAs shall attend meetings convened by the Assistant Directors. SCGs shall file the reports and periodicals prescribed by the Assistant Directors. CLAs shall also prepare an annual action plan and conduct the review and self audit periodically. A savings account shall be opened in the name of CLA followed by resolution for operation of accounts. CLAs shall finance SCGs when bank is not able to finance after recording the reasons. CLAs shall have 10 members representing 10 SCGs.

**Funding of SCGs and CLAs:** To organize SCG on voluntary basis with common interest for mutual strength to develop leadership qualities, communication skill and for overall development, each participating SCG shall contribute Rs.10,000 to CLA by sourcing Rs.500 from each farmer. Each CLA shall have 10 SCG representatives and with such contribution of Rs.10,000 each, each CLA shall have Rs.1,00,000. In this way, the amount of Rs.4.00 lakh (four times of contribution) shall become the seed money to each CLA under the program. The fund thus mobilized shall be utilized to lend to SCGs initially for establishment of sericulture activities on priority basis with proper analysis and agreement of SCGs and subsequently, for other allied activities after strengthening under agriculture and social activities. The loan shall be released to the SCG members through the savings account of SCG on agreed interest with a repayment schedule of minimum 5 installments.

**Training and capacity building:** The SCG as the potential forums for self organization of the communities, their potential can be fine tuned with proper training to SCGs representative/SCG member on maintenance of accounts, book keeping, auditing, PRA exercise, communication skill, etc. Training shall not be continuous and based on progress, training program shall be organized with a review of earlier program and its result at Rs.1,000/day/trainee to cover cost on travel, hall rent, refreshments, honorarium for trainer, print outs etc. It is proposed to provide Rs.2.00 lakh to conduct one day training program for 200 participants (200 x Rs.1,000 = Rs.2.00 lakh). This apart, technical training on sericulture shall be imparted to the group members under the Beneficiary Empowerment program of CDP.

**Exposure visit:** To understand better and share experiences, it is necessary to take the members of CLAs to the state like Jharkhand and also to progressive areas of sericulture tract to see the practices. Exposure visits result in

better communication for early adoption of technology for increased returns. These visits shall definitely improve ideas for better strategy. The expenditure proposed is on travel, print outs, books, refreshment, lodging, etc., at Rs.10,000/member and Rs.2.00 lakh for 20 members.

**Honorarium to village level resource person (Resham Sathi):** SCG shall maintain records, book of accounts, monitor repayment of loans, inform members on meetings, and bear the travel cost to visit bank and office of Assistant Director/other offices. As it is necessary to employ staff and to meet the incidental expenses on travel, it is proposed to provide a grant of Rs.60,000 per year (Rs.5000/ per month) to utilise it as honorarium to maintain book of accounts and to conduct the affairs of 10 SCGs under each CLA. This shall be extended to a maximum period of 3 years and subsequently can be met by the SCGs through revenue generation.

**Honorarium to service provider (Resham Mitra):** The service provider is a key person coordinating among the DOS, CSB and the CLA/SCG. The service provider shall be actively involved in organizing the SCG and CLA, monitor the group activity, maintain the books of accounts and support the DOS and CSB in the transfer of technology as Para Extension Worker (PEW). PEW shall be a sericulture/agriculture graduate, trained by the CSB research institute to undertake extension activity in coordination with the extension machinery of the DOS. It is proposed to provide a grant of Rs.1.20 lakh per annum (Rs.10,000 per month). This shall be extended to a maximum period of 3 years and subsequently can be met by the CLA through revenue generation.

**Cost on books and forms:** For uniform and proper maintenance of accords, minutes of meeting, an one time grant of Rs.5,000 per SCG and Rs.10,000 per CLA is proposed towards cost of stationary and to maintain registers like admission book, meeting minutes, attendance of members, receipt book, cash book, loan ledger, general ledger, voucher and voucher pad, loan application forms, SQC loan pass books, letter pads, seals, etc.,.

**Workshops and evaluation:** It is proposed to conduct inter SCG workshop after one year and mid-term evaluation for corrective steps. For motivation, it is proposed to honour best performing SCG with an incentive or prize. And for organizing the workshops and undertaking the evaluation works, a sum of Rs.1.00 lakh is proposed for each CLA.

**Overall program:** It is planned to organize 50 CLAs in the country initially covering mulberry, *Vanya* and the post-cocoon sectors. CLAs shall prepare projects in line with the CDP norms and route them through the concerned DOSs for release of funds and shall implement the CDP components in project mode and cluster approach. NGOs or Cluster Development Management Agency (CDMA) shall also be encouraged to take up sericulture projects involving CLAs.

The CBOs can be integrated into the cluster programs for which administrative assistance can be sourced from the cluster programs for the implementing agency, i.e., DOS or NGO. 10% of the total project cost shall be provided as administrative cost to the NGOs who are developing CLAs independently. No administrative cost shall be provided to the states who are taking up this component independently. The component shall be made flexible for enabling the states to avail the benefits entirely or only Resham Mitras to strengthen the extension activities. It is also planned to support producer company linked to CBOs for long term sustainability.

**Fund requirement:** 50 CLAs shall be initially developed for mulberry, *Vanya* and post-cocoon sectors at a maximum cost of Rs. 35.42 lakhs per CLA, of which GOI share is Rs.20.59 lakhs. NABARD shall also be involved to support such CBOs. The unit cost details of this component are given in next page.

**c) Physical targets and financial projections:**

The details of sharing pattern, unit cost, physical targets and financial projections are given below:

Sharing Pattern	State Category	CSB	State	Beneficiary	
	Common to all states	60%	34%	6%	

  

Zone	Unit Cost (Rs.)	Physical Target	Financial Projections (Rs. In crore)			
			CSB	State	Beneficiary	Total
Applicable to all zones	1,77,100 per SCG	500 SCGs to form 50 CLAs	10.62	6.00	1.11	17.73

**Unit cost for developing Community Based Organizations (CBOs) under CDP**

(Rs. In lakh )

#	Details	Sharing pattern	Amount of share			
			CSB	State	Beneficiary	Total
1	Thrift fund (beneficiary contribution) @ Rs. 500 x 200	00:00:100	-		1.00	1.00
	Seed money to thrift fund @ Rs.2000 x 200	60:40:00	2.40	1.60	0.00	4.00
2	Training and capacity building of SCGs/ CLAs @ Rs.1000 X 200	60:40:00	1.20	0.80	0.00	2.00
3	Honorarium to village level resource person / lead farmer / Resham Sathi @ (Rs.5000 X 12) X 10 X 3 years	60:40:00	10.80	7.20	0.00	18.00
4	Honorarium to para-extension Worker / Resham Mitra @ Rs.10,000 X 12 X 3 years	60:40:00	2.16	1.44	0.00	3.60
5	Exposure visits @ Rs.10,000 x 20	60:40:00	1.20	0.80	0.00	2.00
6	Stationary @Rs.10000 x 1 CLA	60:40:00	0.06	0.04	0.00	0.10
	@ Rs.5000 x 10 SCGs		0.30	0.20	0.00	0.50
7	Workshops and evaluation per CLA	60:40:00	0.60	0.40	0.00	1.00
<b>Total per CLA</b>			18.72	12.48	1.00	32.20
	Administrative cost of NGOs/ Cluster Development Management Company	60:40:00	2.52	0.64	0.10	3.26
<b>Total per CLA</b>			20.59	13.73	1.10	35.42
<b>Total for 50 CLAs</b>			<b>1,062.00</b>	<b>656.00</b>	<b>55.00</b>	<b>1,773.00</b>

**Note:** The central share under the component shall be 60% while the state and beneficiary share together shall be 40%. However, there shall be flexibility in sharing between state and beneficiary within 40%.



## 8. Support for convergence activities for sericulture development

### I. Cluster development projects

#### a) Brief description:

The successful implementation of JICA assisted Bivoltine Promotion Project has paved the way for cluster development approach and CSB has implemented a Cluster Promotion program during XI Plan. In close co-ordination with the state sericulture departments, CSB had organized 50 model sericulture clusters in pre-cocoon (45 No.) and post-cocoon (5 No.) sectors in Karnataka, Tamilnadu, Andhra Pradesh, Jammu & Kashmir, West Bengal, Maharashtra, Odisha, Uttarakhand, Uttar Pradesh, Himachal Pradesh, Chhattisgarh, Assam/BTC, Meghalaya, Mizoram, Nagaland and Manipur.

The funds for the cluster program have been met out of budget provision made to states under CDP. The CSB has provided required technical assistance/extension support and the states have provided matching grants and extension support for implementing the program. The program received a very good response from the participating states, as it is a well knit program for the benefit of the farmers. Therefore, it has been proposed that these successful model clusters could be continued to replicate the same in other potential areas for adoption of improved technology towards productivity improvement.

During XII Plan, it is proposed to develop 100 sericulture clusters (pre-cocoon) under the state control with clear backward and forward linkages covering both mulberry and *Vanya* sectors in potential areas or through reputed NGOs/CBOs recommended by the DOSs. The main objective to encourage sericulture clusters is to supplement the efforts in achieving Bivoltine silk production target envisaged during XII Plan. While the DOS shall implement the cluster program and manage the CDP funds earmarked for the clusters, the research institutes of CSB shall assist in joint identification of potential areas, conducting benchmark surveys, chawki and seed supply, crop inspection and regular monitoring in close co-ordination with DOSs apart from providing technical assistance to farmers in identified cluster areas.

Out of 100 clusters, it is proposed to assist 71 mulberry clusters which shall be called as Bivoltine clusters, as Bivoltine silkworm rearing shall be conducted exclusively in favourable seasons of the year and in turn, in production of bivoltine cocoons and raw silk. Assistance shall also be extended for organizing remaining 29 clusters by the states in *Vanya* sector, 12 for tasar, 6 for oak tasar, 5 for eri and 6 for muga sector on the lines of mulberry. Towards organizing all the 100 clusters, it is proposed to provide financial support to states towards administration and monitoring expenses, conducting capacity building and awareness programs under CDP, since the fund requirement for plantation, upgradation of infrastructure, post-cocoon activities, etc., meant for organizing the clusters shall be dovetailed under normal CDP. A provision of Rs.10.00 crore has been earmarked under the component during XII Plan @ Rs.10.00 lakh per cluster.

This apart, it is proposed to extend financial assistance to DOSs who intend to come forward to organize farmer groups and set-up new and additional sericulture clusters in mulberry and *Vanya* sectors in potential areas dovetailing funds under normal CDP strictly on the lines indicated above, since the cluster mode approach has been found most suitable for implementation of CDP. The clusters shall be organized directly by DOS or through reputed NGOs/CBOs recommended by DOSs. Towards this, CSB shall extend financial assistance to develop 50 new clusters during XII Plan for incurring expenditure on administration, capacity building, awareness program, monitoring, etc. The fund requirement for all other on-farm and off-farm activities shall be dovetailed from normal CDP. Accordingly, a provision of Rs.5.00 crore has been made for organizing 150 clusters during XII Plan in a phased manner at Rs.10.00 lakh per cluster for 4 years (2013-14 to 2016-17).

#### b) Technical specifications / operational guidelines:

- DOS shall identify bonafide NGOs having experience in sericulture through transparent selection procedure.
- 100 mulberry clusters shall be developed as Exclusive Bivoltine Clusters to conduct Bivoltine silkworm rearing during the favorable seasons of the year.

- 29 *Vanya* clusters shall also be developed on similar lines of mulberry.
- DOS shall organize 50 clusters (covering both mulberry and *Vanya*) directly under their control in addition to 100 proposed clusters.
- All the 150 clusters shall be identified through a diagnostic study jointly by DOS and CSB.
- Detailed benchmark survey shall be conducted jointly by CSB and DOS to know the present status of production and productivity in the identified locations.
- The clusters shall be developed in a limited geographical area involving at least 150 to 250 farmers covering around 100 to 300 acres in mulberry sector and around 100 to 150 farmers in *Vanya* sector. The locations selected shall have to have some extent standing mulberry acreage and *Vanya* plantations.
- DOS in coordination with research institutes of CSB shall make arrangements for supply of quality silkworm seed, organize chawki worm supply, undertake transfer of latest technology, management of hygiene, rearing disciplines, crop supervision, monitoring, conducting awareness and training programs etc., in the cluster areas.
- Target shall be fixed for each cluster to reach higher productivity based on the parameters laid down by the CSB research institutes.
- DOS/NGOs/CBOs shall be extended financial assistance to the tune of Rs.10.00 lakh for each cluster for a period of four years under CDP towards cost of administration, capacity building, conducting awareness programs and monitoring.
- The funds shall be dovetailed from normal CDP for extending required assistance to all the 150 identified clusters towards raising of plantation, organizing seed, upgradation of infrastructure, skill development, post-cocoon activities, etc.
- The cluster(s) shall be implemented by DOS in close co-ordination with the research institutes, its nested units and regional offices of CSB.
- The progress on implementation of the clusters shall be evaluated and monitored on a regular basis at state level / Institute level and suitable suggestions made for improvement.

**c) Physical Targets and Financial Projections**

The details of sharing pattern, unit cost, physical targets and financial projections are given in the table below:

Sharing Pattern	State Category	CSB	State	Beneficiary
	General Category	100%	-	-
	Special Category	100%	-	-

Zone	Unit Cost (Rs.)	Physical Target	Financial Projections (Rs. in crore)			
			CSB	State	Beneficiary	Total
Applicable to all zones	10.00 lakh per cluster	150	15.00	-	-	15.00

**Special initiatives (Flexi fund)**

The CDP of CSB covers the entire country catering to extremely diversified, demographic, geographical, economic and rural and urban needs. It is difficult to design schemes, which shall have parameters for catering to the requirements of all the regions. It is, therefore, necessary to have a certain flexible component which may be used for developing specific programs by the implementing agencies to meet the overall objective of the centrally sponsored scheme. Implementation of CDP with flexibility and convergence leads to better results. These results could be in the form of improvement in the quality of service, extension and monitoring mechanism, efficient delivery and servicing

beneficiaries at hinterlands etc. Often, in the absence of such flexibility, the set objective of the schemes cannot be met.

CDP has been successfully implemented by various states to address the critical gaps so as to upscale the sericulture activity through increasing the productivity. However, flexibility is also required to enable overall optimum use of the financial resources of GOI and states and leverage the same. Also, there is a wider scope and potential for better and effective dovetailing and convergence with other developmental agencies depending on the field requirements, which are crucial.

Special initiatives are proposed to enable the states and other implementing agencies including CSB in Bivoltine cluster projects to meet their specific needs and pilot innovations within the overall objective of CDP for its expected outcome. The states shall make a provision of maximum 10% of the total project cost to support the overall development of sericulture through implementation of CDP while formulating their project proposals under CDP.

There are some essential interventions with specific objectives which cannot be covered under the available CDP components and can only be implemented under this component with pre-defined norms. However, flexibility is also required to enable overall optimum use of the financial resources of GOI and states and leverage the same. A few of the interventions proposed under the flexi fund are :

- Reduced allocations of central share under CDP and enhanced target of silk production during XII Plan warrants for various dovetailing options with other ministries, states and developmental agencies like NABARD etc. Funding under most of these agencies is as per the project grant and not as per annual allocation and for CSB to have its say in project management, part of the assistance need to be met, which can be accommodated under provisions like special initiatives alone.
- In order to upscale the initiatives with a leveraging impact, such convergence mechanism with other agencies like., NABARD, State Rural Livelihood Missions (SRLM) and other agencies shall also help for better field level monitoring, which is most vital in view of dwindling extension machinery of both CSB and DOSs.
- Due to increasing electricity problems, installed capacities for conversion and processing are severely affected. This warrants a need for utilizing solar power and lighting. Dovetailing the available schemes from the Ministry of New and Renewable Energy (MNRE) besides mobilizing interested corporates is necessary to rope in for possible assistance for the purpose.
- This attains importance in view of the state specific issues, which shall differ and these critical gaps may not be addressed from the available CDP components, but very much essential to achieve the inclusive growth.
- Further, keeping in view the ambitious Bivoltine and ICB targets of XII Plan, the following issues require attention to encourage the farmers/agencies to take up Bivoltine and ICB silk production.
- In order to encourage Bivoltine production, cash award for best Bivoltine clusters, CBOs, SHGs, best farmer etc. shall be given.
- Incentives shall be given to the farmers of Bivoltine clusters who produce quality cocoons beyond the specified target with higher productivity to encourage expansion.
- Providing transportation cost to private CRCs to transport the chawki worms to farmers in Bivoltine clusters as well as to meet additional cost of machinery and equipment attributed to transportation to far flung areas of project implementation.
- Incentives shall also be given to the scientists/technocrats and farmers for innovative practices, discoveries and inventions
- Normally, the expenditure incurred by private Bivoltine seed rearers to produce quality seed cocoons is higher than those who invest for production of reeling cocoons. If the seed cocoons produced are not sold for reasons like sudden variation in temperature, humidity, erratic rainfall, shortage of mulberry leaf etc. and the farmer is forced to sell the seed cocoons for reeling. Such farmers shall be given some compensation based on the rates fixed by state government.
- In case of *Vanya* sector, it is suggested to provide incentive to rear seed crops during unfavorable seasons.

- The flexi fund component shall facilitate the drawing of state specific projects and address critical gaps, if no provision exists under any of the sector-specific components of CDP.
- The provision proposed for flexi fund should not exceed 10% of the total project cost.

Such initiatives shall follow cluster approach to have a visible impact and with a potential to replicate in other potential areas. Invariably the funding under CDP schemes shall have the element of flexibility as per the need of the initiative which may be decided by the PMB/PMC or the highest body constituted under the respective projects so as to achieve the project objectives. The GOI share under such initiatives need to be taken in to account as percentage to the entire project grant as required by the other funding agencies and not against each activity and its unit cost. CSB shall have specific role to play in joint monitoring and management of the project to oversee the effective utilization of its share, transfer of technology and to achieve the project objectives.

The required interventions with pre-defined objectives, norms, actual requirement of funds etc. shall be worked out by the concerned states and attached to the project for implementation of CDP for consideration and approval by state level PMC followed by zonal committee and AMC. Such proposals approved by the AMC under this component shall be approved by the MOT in consultation with Internal Finance Division of MOT.

The proposal and implementing agencies of flexi fund component shall not lead to a violation of GFR. The GFR and other prescribed procedures of GOI and DOS for incurring expenditure shall be adhered to. Though a general sharing pattern of 30:35:35 is proposed under this component among GOI, state and beneficiary, the average sharing pattern of the overall project cost of CDP proposed by state agency is to be adopted for sharing of this component. If beneficiary is not involved in the flexi funds, the sharing shall be among GOI, state and the implementing agency where in the GOI share shall remain same as the average GOI share of the CDP project cost. In case of special status states, the sharing shall be 80:10:10 or 80:20.

A token provision of Rs.19.00 crore is proposed for implementation of this component during XII Plan. As per the recommendations made by the B.K.Chaturvedi Committee on restructuring of centrally sponsored schemes for XII Plan, 10% of total outlay for the scheme is to be earmarked for implementation of Special Initiatives (Flexi Fund) to take care of the needs of the states. Subsequently, this has been approved by the Cabinet. Therefore, 10% of total proposed central share of Rs.889.00 crore under CDP works out to Rs.89.00 crore. However, due to limited availability of resources for CDP, a token provision of Rs.19.00 crore only is proposed, which shall be enhanced during the course of implementation of the CDP, subject to availability of funds in annual plans.

