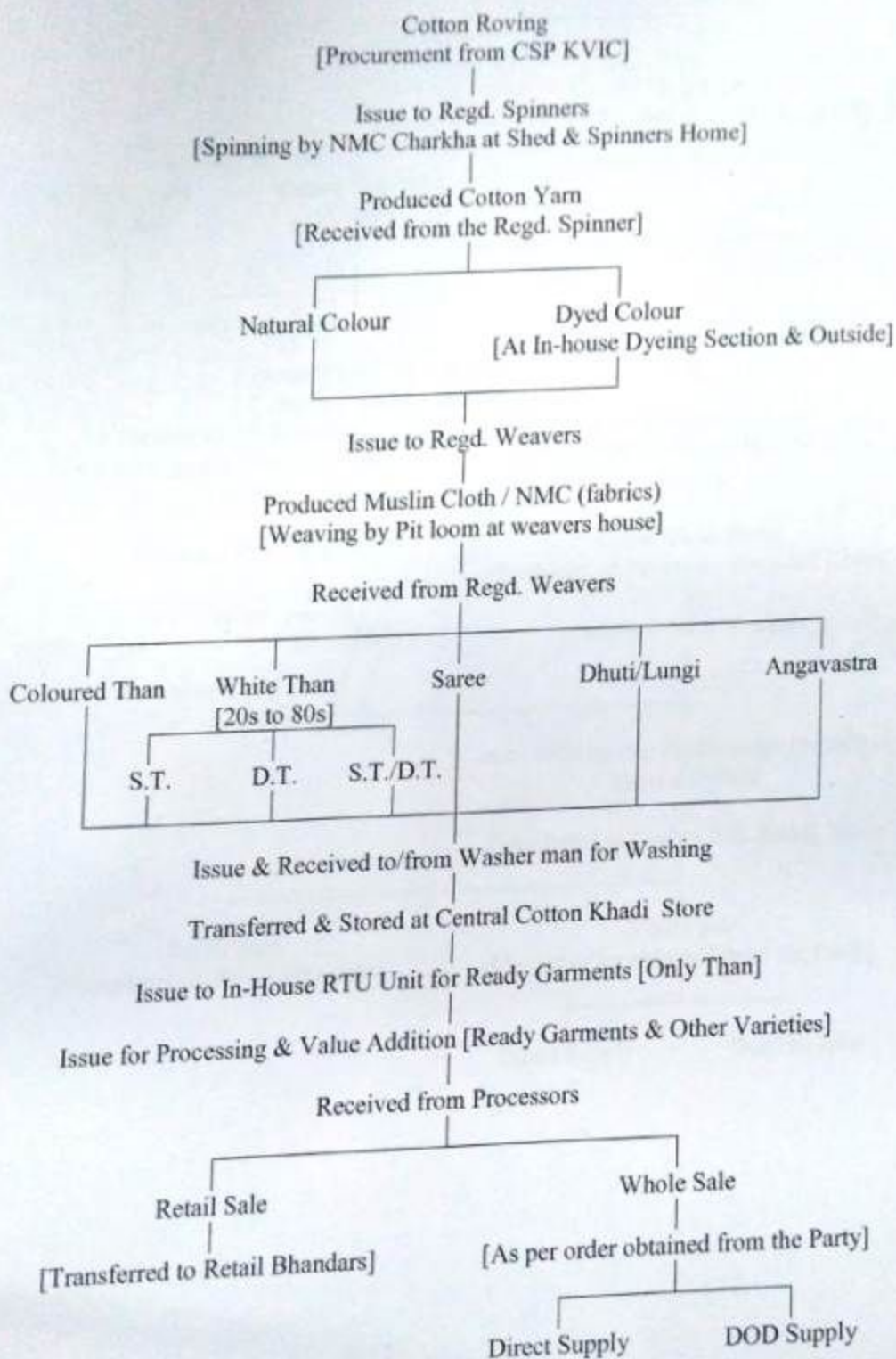
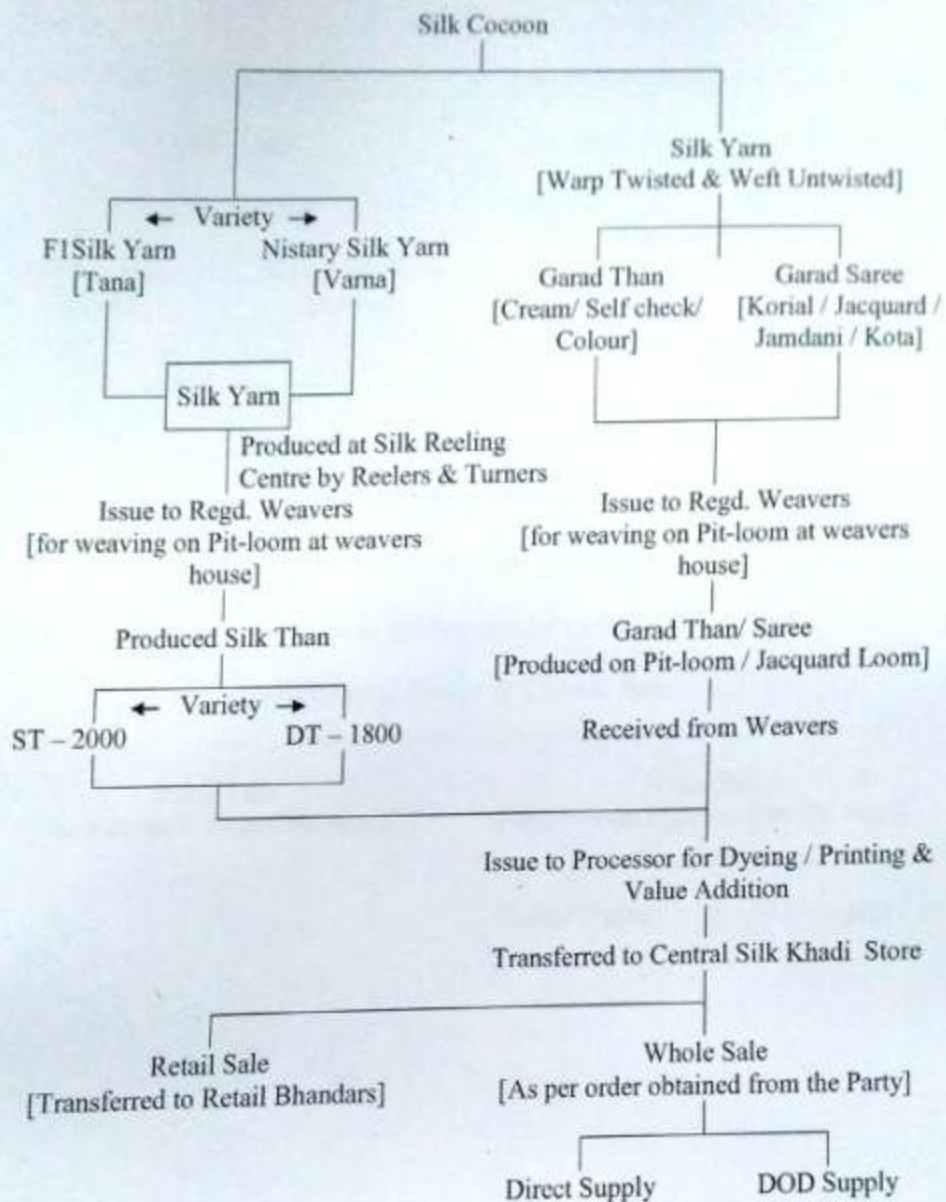


2.2 Production process

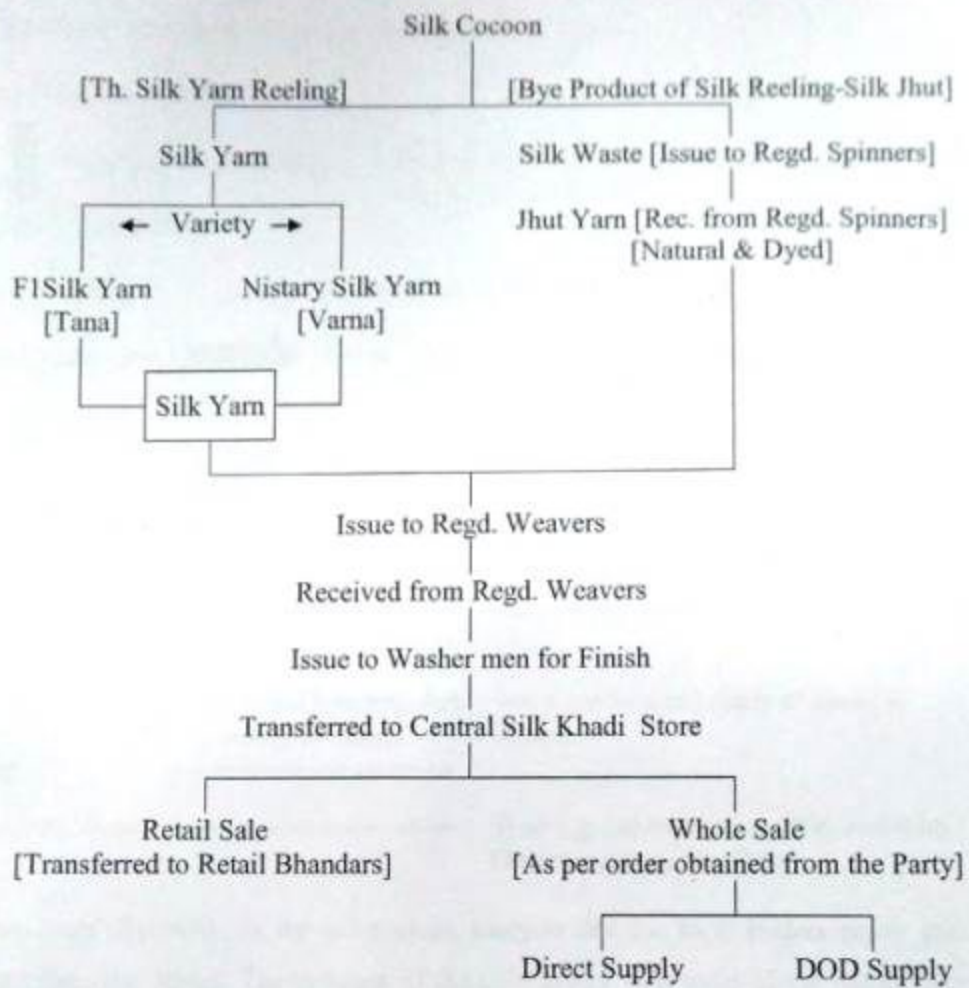
Production Procedure of Cotton Khadi



Production Procedure of Reeled Silk

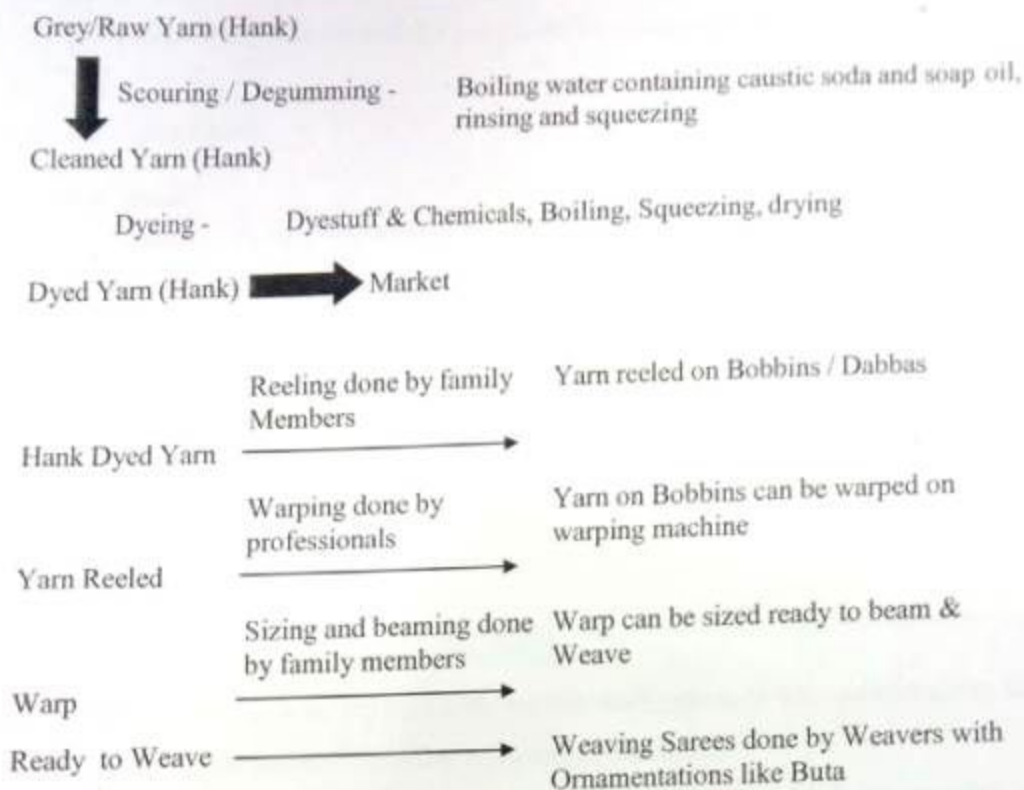


Production Procedure Spun Silk



2.3 Value Chain Analysis

The general value chain of the weaving cluster is as follows:



It has been observed in the value chain analysis that the local traders enjoy greater margin than the others. The linkages of the core actors with most of the public service providers are very weak. With the exception of the weaver service centre and the Handloom and Textiles Department linkages with other service providers have to be strengthened. Since all the support institutions are existing in the cluster there is large scope for intervention in all the major areas such as design development, value addition to product, upgradation of technique, product diversification, establishment of Common Facility Centre, Common marketing facility, Brand Equity etc. With proper intervention in the areas of raw material procurement, design development, process up gradation, modernizing the dye houses, direct marketing and exports through formation of consortia, developing Common Facility Centre, Exposure visits to successful cluster areas, frequent buyer meets, with the help of public and commercial service providers, the cluster can achieve positive growth within stipulated timeframe to make it a self sustained and achieving identity of its own.

But after proper intervention for cost reduction in inputs through bulk purchase, improved pre-processing methods, upgrading the designs for value addition of the product, introduction of direct selling mechanism instead of the trader will help increase in the earning of the weavers and the margins of the entrepreneurs.

Khadi Value Chain

Cotton Bales

- Producer : Farm households
- Process: Farm production
- Market/Marketer: Sliver (or cotton threads on spindles) plants

Sliver

- Producer of Sliver plants
- Process: Cotton bale converted into cotton tapes, used to produce sliver, a loose soft untwisted strand of textile fiber produced by a carding or combing machine
- Market/Marketer: Khadi institutions

Yarn

- Producer :Spinners, mostly poor women
- Process: Sliver is traded by Khadi institutions to spinners who convert sliver into yarn on hand powered spinning equipment (charkas).
- Market/Marketer: Khadi institutions buy back the yarn from the spinners on payment of conversion charges

Fabric

- Producer: Weavers, mostly poor men
- Process: The yarn is traded by Khadi institutions to weavers who weave the fabric on handlooms and sell it back to the Khadi institutions in return for conversion charges
- Market/Marketer: Fabrics are sold as processed cloth, a more refined product than yarn, either directly to the end consumer through Khadi institutions own retail outlets, traded with other Khadi institutions, or through direct sales outlets of KVIC

Garment

- Producer: Tailors working under Khadi Institutions
- Process: The fabrics are processed (e.g., dyed) and converted into garments using mechanized means for preset designs, developed as customized garments, or embellished with value additions, e.g., embroidered by skilled artisans
- Market/Marketer: Khadi institutions owned stores, KVIC owned store