Sl. No.	Particulars	Details	
1.	Name of the Cluster	ChakIslampur Khadi Cluster	
2.	Name of the Implementing Agency	Chandrakanta Lalitmohan Resham Khadi Samity, A.C. Road By Lane-3, Post : Khagra, Dist. : Murshidabad, Pin Code : 742103	
3.	Name of the TA	National Institute of Fashion Technology, NIFT Campus, Plot -3B, Block – LA, Sector –III, Saltlake City, Kolkata – 700098 (W.B.)	
4.	Legal Entity of IA	The IA is directly aided institution “A” Category with KVIC having valid Khadi Certificate No. BGL/225 dated 08.05.1955 and validity upto 31.03.2016. It is registered under society Registration no. 21751/191 under Act-XXI of 1860 dated 19.07.1954	
5.	Land & Infrastructure	The Institution is having land area 5.68 Acre (247,420 sq.ft.) and built up area 3 Acre (130,680 sq.ft.) with 7 production centers & 9 sales outlets.	
6.	Type of Cluster	Major Cluster	
7.	Location of the Cluster/Block/Village Coverage	Cluster is located at Murshidabad district covering 100 villages in block Raninagar I & II , Berhampore, Domkal, Murshidabad-Jaiganj, Bharatpur	
8.	Present Status of IA	Background	IA is registered under Society Act Registration No. 21751/191 under Act-XXI of 1860 dated 19.07.1954. The Institution “A” Category affiliated with KVIC having Khadi Certificate valid upto 31.03.2016. The Institution having 60 years’ experience under Cotton, Muslin & Silk Khadi and provide employment to rural artisans through KVI

			Programs. 7 production centers & 9 sales outlets registered with Silk Mark Organization. Granted License for ISO 9001-2008 Quality Management System by BIS, Govt. of India.
		Geographical Concentration	Cluster is situated at Chak-Islampur, Dist.-Murshidabad, W.B. from long past. At present in 260 villages under 70 blocks of 9 districts of Murshidabad, multifarious activities are going on through 20 centers, sub-centers and bhanders and about 5000 families are dependent directly or indirectly upon the institution.
9.	Existing Products	Cutton, Muslin & Silk Fabric & trendy readymade garments. Good designer, ethnic & western product line.	
10.	Cluster Products	• Spinning of 500^{s} count Muslin • Kidswear readymade items range age groups : 0-3 Yrs /4-6 Yrs / 7-9 Yrs/ 10-12 Yrs • Youth centric products, Ethnic & Indo-western Fashion.	
11.	Marketing Strategies	• Through existing 7 outlets of I.A. • Tapping all the good and established outlet of KVI Institutions, E-commerce, Exhibition, Meals, etc. • Through other established retail private & brand outlets & through exports. • Brand image for Kannur Cotton Khadi Cluster for Designer Products.	
12.	Design Interventions	• Through reputed designers of NIFT & NID.	