

## Performance of Hand Loom Mark Scheme at a glance Period Upto 30.11.2009

| Sr. No.    | Particulars                        | Previous month (Oct '09) | This month (Nov '09) | This Financial Year (From April '09) | Cumulative (Since Launch)      |                              |
|------------|------------------------------------|--------------------------|----------------------|--------------------------------------|--------------------------------|------------------------------|
|            |                                    |                          |                      |                                      | Previous month (Upto 31.10.09) | This month (Upto 30.11.2009) |
| (1)        | (2)                                | (3)                      | (4)                  | (5)                                  | (6)                            | (7=4+6)                      |
| <b>1.0</b> | <b>Registration Details</b>        |                          |                      |                                      |                                |                              |
| 1.1        | Individual Weaver                  | 121                      | 10                   | 758                                  | 3,672                          | 3,682                        |
| 1.2        | Master Weaver                      | 0                        | 2                    | 22                                   | 120                            | 122                          |
| 1.3        | Primary Co-op. Society             | 6                        | 10                   | 115                                  | 1,933                          | 1,943                        |
| 1.4        | Apex HL Society                    | 0                        | 1                    | 3                                    | 26                             | 27                           |
| 1.5        | Retailer                           | 1                        | 0                    | 6                                    | 20                             | 20                           |
| 1.6        | Manufacturer Exporter              | 0                        | 0                    | 2                                    | 61                             | 61                           |
| 1.7        | Merchant Exporter                  | 0                        | 0                    | 1                                    | 21                             | 21                           |
| 1.8        | Others                             | 49                       | 0                    | 54                                   | 54                             | 54                           |
| 1.9        | <b>Total Registration</b>          | <b>177</b>               | <b>23</b>            | <b>961</b>                           | <b>5,907</b>                   | <b>5,930</b>                 |
| <b>2.0</b> | <b>Field Activity</b>              |                          |                      |                                      |                                |                              |
| 2.1        | No. of forms issued                | 118                      | 15                   | 942                                  | 8,071                          | 8,086                        |
| 2.2        | Filled up form received            | 105                      | 32                   | 702                                  | 6,513                          | 6,545                        |
| 2.3        | Verification completed             | 192                      | 49                   | 1,378                                | 5,397                          | 5,446                        |
| 2.4        | Pending for verification           | ---                      | ---                  | ---                                  | 942                            | 924                          |
| 2.5        | Rejected application               | 3                        | 0                    | 14                                   | 174                            | 174                          |
| 2.6        | No. of Hand loom covered           | ---                      | 6,602                | 2,70,324                             | 6,52,995                       | 6,59,597                     |
| <b>3.0</b> | <b>Label sold details</b>          |                          |                      |                                      |                                |                              |
| 3.1        | DF label sold                      | 4,690                    | 7,400                | 93,558                               | 7,35,956                       | 7,43,356                     |
| 3.2        | DM label sold                      | 2,81,695                 | 3,57,958             | 20,41,419                            | 96,00,839                      | 99,58,797                    |
| 3.3        | EF label sold                      | 1,600                    | 0                    | 9,840                                | 2,18,196                       | 2,18,196                     |
| 3.4        | EM label sold                      | 8,680                    | 200                  | 2,13,702                             | 29,13,422                      | 29,13,622                    |
| 3.5        | <b>Total label issued</b>          | <b>2,96,665</b>          | <b>3,65,558</b>      | <b>23,58,519</b>                     | <b>1,34,68,413</b>             | <b>1,38,33,971</b>           |
| 3.6        | Label used for promotional purpose | 0                        | 0                    | 54                                   | 767                            | 767                          |
| 3.7        | <b>Net label sold</b>              | <b>2,96,665</b>          | <b>3,65,558</b>      | <b>23,58,465</b>                     | <b>1,34,67,646*</b>            | <b>1,38,33,204*</b>          |
| <b>4.0</b> | <b>Income from Label Sold</b>      |                          |                      |                                      |                                |                              |
| 4.1        | @ Rs. 1.25/- (2,32,753)            | ---                      | ---                  | ---                                  | 2,90,941/-                     | 2,90,941/-                   |
| 4.2        | @ Rs. 0.85/- (9,39,569)            | ---                      | ---                  | ---                                  | 7,98,634/-                     | 7,98,634/-                   |
| 4.3        | @ Rs. 0.60/- (1,26,60,882)         | 1,77,999/-               | 2,19,335/-           | 14,15,080/-                          | 73,77,195/-                    | 75,96,530/-                  |
| 4.4        | <b>Total Label Sold Income</b>     | <b>1,77,999/-</b>        | <b>2,19,335/-</b>    | <b>14,15,080/-</b>                   | <b>84,66,770/-</b>             | <b>86,86,105/-</b>           |
| <b>5.0</b> | <b>Seminars Details</b>            |                          |                      |                                      |                                |                              |
| Sr. No.    | Particulars                        | Previous month (Oct '09) | This month (Nov '09) | Cumulative (For the 2009-'10)        |                                | Remarks                      |
|            |                                    |                          |                      | Previous month (Upto 31.10.09)       | This month (Upto 30.11.09)     |                              |
| (1)        | (2)                                | (3)                      | (4)                  | (5)                                  | (6=4+5)                        | (7)                          |
| 5.1        | Cluster level                      | 0                        | 0                    | 3                                    | 3                              |                              |
| 5.2        | State level                        | 0                        | 0                    | 0                                    | 0                              |                              |
| 5.3        | Training to state deptt.           | 0                        | 0                    | 0                                    | 0                              |                              |
| 5.4        | Awareness Workshops                | 2                        | 0                    | 14                                   | 14                             |                              |
| 5.5        | <b>Total programme held</b>        | <b>2</b>                 | <b>0</b>             | <b>17</b>                            | <b>17</b>                      | <b>①</b>                     |
| 6.0        | <b>Total No of participants</b>    | <b>50</b>                | <b>0</b>             | <b>1,909</b>                         | <b>1,909</b>                   |                              |

\* Net sale figure of labels after deducting number of labels issued for the promotional purpose.

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|---------|---|--------------------------|----------------------|---------------------------------|----------------------------|---------|
|         |   |                          |                      | Previous month (Upto 31.10.09)  | This month (Upto 30.11.09) |         |
| (1)     | (2)   | (3)                      | (4)                  | (5)                             | (6=4+5)                    | (7)     |
| 7.0     | <b>Participation in Fairs</b>                               |                          |                      |                                 |                            |         |
| 7.1     | Domestic  | 0                        | 0                    | 1                               | 1                          |         |
| 7.2     | International   | 2                        | 0                    | 2                               | 2                          | ①       |
| 7.3     | <b>Total</b>  | 2                        | 0                    | 3                               | 3                          |         |
| 8.0     | <b>No. of Retail Outlets Selling Handloom Mark Products</b> |                          |                      |                                 | <b>725</b>                 |         |

① Informations of two awareness workshop of October 2009 came late.