

## **GOTA CLUSTER STATUS REPORT, AJMER [ RAJ.]**

**There are 500 families producing gota lace which is mainly used on bridal and festival wears these laces are mainly golden and silver colour but now multi colour laces are also made.**

**Originally these laces were made of gold and silver wire threads in 1960 copper and aluminum wire thread was used but now plastic thread drawn from lacquered plastic sheets golden, silver and multi colour are being used.**

**Mostly the families were making Gota lace on Wooden Looms and Kiran Machines.**

**In 2005 Gota Cluster was identified for development under state cluster development plan a diagnostic study was carried out at that time the income of the gota weaver was merely 100 Rs. in which the family members wife and children also helped him.**

**Most of the weavers worked on Job work basis for the traders and their wages were fixed on lace reals. 20 reals of lace of 27 meters each fetched them 18 Rs. in 2005 in 2006 the traders increased it to 22 Rs. at this time the NGO Jan Jagriti Shikshan Sewa Samiti was selected to carry out interventions.**

**The weavers were socially, financially backward banks were not giving them loans as their fore fathers were bank defaulters or they were unable to prepare project reports and complete bank formalities. The trader exploited them they had no choice but to work for the trader at their terms and conditions as they did not know the market outside Ajmer.**

**Actual work for the upliftment of these Gota Weaver started in Feb,2007. Motivation Camps, Followup Camps,Self Help Group Formation was the first programme under taken by the NGO in the first year 16 SHG of 300 weavers were formed. Technical upgradation,Skill upgradation and Design Development was undertaken.**

**Advance technology machines Needle Loom, Crochet Machines, Dhobhi Loomswere introduced and trainingwas given to the weavers through IICD , INIFD and Master Craftman like Devilal and Designer of Delhi Mr. Hari Singh.**

**Many Exposure Visits were organized and groups of 20 artisan were sent to Surat, Mumbai, Chennai , Salem, Delhi ,Rampur, Indore, Ratlam, Kolkatta, Hyderabad, Ahmadabad, Nayala. Where the weavers**

had the opportunity with trader of these cities. Collected information of Raw Material Suppliers. One Exposure Visit to Ahmedabad, surat and Mumbai of exclusive ladies was organized to boost their moral.

The NGO helped these groups in Marketing by arranging their participation in trade fairs at different places like Cluster Creation, Jaipur, Jaipur Hatt Bazar, GTE, Bangalore [International], IIFT, New Delhi, FICCI, Mumbai, Megical Creation, Jaipur, Pushkar Trade Fair, Crafe India, GTE, New Delhi, Cluster Creation, Jodhpur, Ajaymeru Trade Fair etc.

On the suggestion of Shri S. Nath then G.M. DIC Commissioner Industries permitted the NGO to form Raw Material Bank which is supporting weavers for short term needs of the one month in some case extended upto three months duration.

About 60 weavers have been provided with C.C. limit and Credit Cards of 25,000 Rs. which has helped them in doing their own marketing.

The NGO has taken Tin No. through which many weavers who do not have their own Tin No do marketing using the bill of Artisan Assistance Center.

NGO has undertaken many more activities for strengthening of the weavers like Producer Consumer Meets. Machine suppliers, Raw material suppliers and Gota weaver meet, Export Seminar has been organized. Website of Gota Cluster, Ajmer is created [www.gotacluster.co.in](http://www.gotacluster.co.in), where all information about laces and SHG weavers have been incorporated.

Live Demo of Ahmedabad made and China made niddle looms was also arranged for 4 days after which have been installed a Gota, Zari, Lace Directory of Weavers and Manufacturers of Gota lace, Raw material suppliers, Machine suppliers and Exporters has been printed for marketing brochures, Pamphlets stickers and hoarding have been used for publicity.

A land of 22,400 meters has been set apart for C.F.C and work Cum Residential Sheds for gota weavers.

After two years of hard work, now 32 SHG have been formed and a Producer Company [S.P.V.] is under way in which weavers will have shares and will be run with the help of NGO and DIC in the initial years ultimately DIC will allow them work independently this C.F.C will cater their needs of Raw material, Design, Training manufacturing, Marketing and NGO will give them support as long as the Cluster wishes.

**The Weaver whose income was Rs. 3,000/- per month now in general are earning Rs. 8,000/- to 10,000/- per month.**

**The traders because of the formation of SHG and marketing through Artisan Assistance Center and NGO by the weavers have raised the job work rates from Rs. 22/- to Rs. 65/- of 20 reels of Gota lace each 27 meters length.**

**Still lot more has to be done the making of SPV , CFC , Marketing outlet , Work shed and New Technology which is expected to be done in the fourth year.**