MEMORANDUM

It has been decided to reconstitute the Advisory Committee of Vanya Silk Market Promotion Cell (VSMPC) & Product Design. Development and Diversification Cell (P3D) in order to suggest suitable modalities and working pattern towards effective functioning of the Cells in the overall interest of Vanya Silk Industry in the country. The composition of the Advisory Committee and the terms of reference are as follows:

A. Composition:

1. Sri. Rajit Ranjan Okhandiars, IFS Member Secretary, CSB, Bangalore Chairperson
2. Director (Tech), CSB, Bangalore Member
3. Director (Finance), CSB, Bangalore Member
4. Director, CSB, Bangalore Member
5. Sri. H. Rudranagowda, Scientist-D, CSB, Bangalore Member-Convener
6. Joint Secretary (Tech), CO, CSB, Bangalore Member
7. Chief Executive Officer, SMOI, Bangalore Member
8. Sri. Ashok Chakravarthy, Ms. Span Inc & Palyam Textile Processors, Bangalore Member
9. Sri. V. Shivalingam, Director, National Institute of Fashion Technology, Bangalore Member
10. Sri. C.B. Senthil Kumar, Head, Centre for Apparel Research & Education, NIFT-TEA - Knitwear Fashion Institute, Tirupur Member
11. Deputy Director, Weavers Service Centre, Bangalore Member
12. Manager, Central Cottage Emporium, CCIC, Bangalore Member
13. Sri. M.N. Ramesh, Deputy Director (Pub.), CSB, Bangalore Member
14. Sri. Shankar S. Kotrannavar, Asst. Director (Insp.) VSMPC, CSB, Bangalore Member
15. Sri. K. Ravikumar, Asst. Director (Insp.), P3D, CSB, Bangalore Member

B. Terms of Reference for the Committee are:

1. The Advisory Committee will advise the VSMPC and P3D on the actual modalities of functioning of the Cells on the following areas:

   i. Collating information on the producers of Mulberry & Vanya silks – Organizational details, production capacities, product range, raw material details, present marketing arrangements etc.
   ii. Collating information on domestic and export markets for silk products - the Cells may engage outside experts for this purpose, if necessary.
   iii. Collecting samples of raw materials and finished products from producers in traditional production areas, Museums, Collectors, Master weavers, Marketing organizations, cooperatives, NGOs, R&D institutes etc.,
iv. Identifying priority area in product development, formulation of workable strategy towards silk product development, new concepts towards display of products, test marketing and commercialization.

v. Evaluation of the samples, design & development of diversified products through collaborative projects, categorization, preparation of swatches, brochures and material for e-presentation to prospective domestic and overseas buyers.

vi. Development of new products in the clusters involving entrepreneurs / societies / NGOs and artisans / weavers who in turn commercialize the products.

vii. Participating in domestic and international exhibitions / expos for generic and brand promotion of “INDIAN SILK” and commercialization of diversified products.

viii. Assisting the industry in product development, commercialization of new products developed - the Cells may engage experts in the field eg. NID, NIFT, AIFD, WSC, RSTDC, CCICI and other designers etc.

ix. Providing technical know-how, backward and forward linkages in product development, assisting and coordinating supply of raw material to the producers and quality testing of products.

x. Popularization of Vanya Silk Logo (Trade Mark.)

xi. Assisting producers under the CSB’s developmental programmes or under other schemes of Government of India.

xii. Creation of e-portal /e-marketing website for Mulberry & Vanya Silks – the cells may engage experts for the purpose.

xiii. Facilitating participation of producers in major marketing events like fairs, expos, exhibitions etc., in the country and abroad.

xiv. Engage designers, merchandisers and other specialists on contract for specific periods.

2. The term of the Advisory Committee is valid for a period of 3 years from the date of its Constitution.

3. The Committee will meet once in six months or more often as and when necessary.

4. The non-official Members are eligible for TA/DA/sitting fee as per the CSB rules.

5. The Committee may co-opt other Members as and when required.

(Rajit Ranjan Okhandiar)
Member Secretary